BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 15 WASHINGTON, D. C., APRIL 21, 1941 $5.00 A YEAR—15c A COPY

Censorship Operates on Voluntary Basis

Would Check FCC Onrush; Study of Net Report Ends; May Split Red, Blue

By SOL TAISHOFF

FORMULATION of a "national policy" for broadcasting, under Administration guidance, looms as the likely course to be adopted by President Roosevelt to check the hell-in-a-hack pace of the FCC toward remaking the whole commercial broadcast structure.

This new approach appeared to be taking shape just as the FCC, in a burst of speed, last week completed its consideration of the hot Network Monopoly Report. Among other things the report decreed separation of NBC's Red and Blue networks and banning of exclusive affiliation contracts and option time. It was tossed back to the law department for final pointing up and for drafting of actual (rather than proposed) orders to invoke its stringent provisions.

White Works on Bill

At the same time Sen. Wallace H. White Jr. (R-Me.) indicated he is prepared to introduce a bill, probably in collaboration with Chairman Wheeler, of the Senate Interstate Commerce Committee, to reorganize the FCC, possibly as a three-man agency, and change the substantive provisions of the existing law. Sen. White did not say flatly he would introduce the bill, but he has been working on a measure for several weeks and probably will drop it in the hopper during the current week.

The "national policy" move is foreseen as an aftermath of the violent repercussions which followed the summary action last month of the Fly-controlled majority of the FCC in ordering an inquiry into joint or interlocking ownership of newspapers and stations. That, together with the opposition engendered by the network monopoly onslaught and other recent FCC actions, have focused attention on the legislative rather than the purely regulatory procedure.

The President, it is indicated in informed quarters, soon may formally announce his desire that a national policy on broadcasting be developed. This may come with the appointment of a man well-known in radio to undertake the assignment. The move in this direction was launched earlier this month when the Chief Executive asked Lowell Mellett, director of the Office of Government Reports, to study the newspaper and related isues.

Mr. Mellett's preoccupation with other matters incident to the defense emergency may result in the shifting of this assignment. Broadcasters and publishers who have visited Washington officials since the newspaper ownership issue erupted, have received the same general impression—that the FCC action was ill-timed in the light of the war emergency and that there is no necessity for speed.

Newspaper Hearing

Out of this came the view that the Administration desires to deemphasize the importance of the newspaper issue and will urge an informal approach. Chairman James Lawrency Fly of the FCC, however, told BROADCASTING last Thursday he thought the hearings would be called in "about a month" and that the notice of hearing, setting forth the issues to be met, would be available "within a few days".

"The Commission has no preconceived notions about doing a particular job," the chairman said. "But the policy ought to be responsibly expressed in an orderly manner for the benefit of both public and industry."

When and if Sen. White introduces his ripper bill, he is expected to make a speech on the floor calling for a fact-finding study, particularly in the light of the confusion that exists on the FCC's jurisdiction over business aspects of broadcasting. Should this be authorized, it might tend to intercept the FCC's activity and probably enjoin it from assuming jurisdiction over network contractural relations and newspaper ownership until a new expression from Congress and the Administration is forthcoming.

Despite these possible developments, Mark Ethridge, as chairman of the newspaper-station group, is proceeding with plans to present evidence against the FCC's

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Defense Censorship to Be Voluntary

Present Policy Marked By Cooperation of Government

By W. R. McANDREW

CENSORSHIP, perennial bugaboo of American broadcasters in one form or other since the creation of a Government regulatory commission, is a lively topic in Washington. Reaction of high Government officials to publication by some newspapers of news attending the arrival of the British cruiser *Malaya* in New York harbor has served to focus attention on this vital subject, although it has been receiving close scrutiny since the European War began.

To make the path a little easier for broadcasters, BROADCASTING has made a thorough survey of the highest Government officials concerned, their attitude toward the problem, and their opinions on what broadcast station operators should do. In an adjoining column is printed a list of "dont's". It is suggested that this list be compulsory reading for station executives and all who appear before the microphone.

At best censorship is a nasty word. Public officials like to avoid it in normal times. But—and this a significant portent of our days—officials now are pulling no punches, and it's one of the most widely discussed topics in newspaper and radio circles.

At present, while the United States is passing through what one official calls "a hazy period between peace and war", censorship is in a fluid state. However, there are very definite indications of the trend and what might be expected if the United States is involved in a "shooting war".

Primarily the basic philosophy of the Government from the President down at this writing is "no official censorship", even in time of war. Voluntary cooperation on the part of radio and newspapers is and will be expected. The Army and Navy, working on the basic philosophy of the Administration, will stress cooperation with all news agencies as far as compatible with their individual policies.

In other words, the plan now is to confine censorship to what is commonly known as military censorship. There will be censorship of outgoing communications—mail and radiograms going abroad. But it is felt there will be definite control over radio, principally of a technical nature dealing with the shutting down of stations while an air raid is on, pooling of facilities where necessary and coordination of shortwave facilities.

Drafting a Plan

The blueprint for this control is being drawn now by the Defense Communications Board, composed of leading Government and industry officials. The decision of this board will decide the amount of control to be exercised over radio, with the paramount object being to keep information that might be of value to the enemy from reaching its hands through radio.

Press and radio have been asked by the Navy to cooperate in "avoiding publicity" in four general categories of naval news. They are listed in the adjoining list of "dont's". The Navy is the only department requesting such cooperation, the Navy being on a war footing, ready for instant action.

The War Department has made no such request and feels that it won't be necessary even with an

outbreak of hostilities. In the latter case, censorship won't take the usual form—submission of copy to an officer who will tell what can or cannot be said.

While this procedure will of necessity apply to radio and news reporters in the field, the War Department feels that in Washington and other important Army centers the procedure should be that of normal times—specific information released to the radio and press. As at present, correspondents will be expected to check unverified rumors with proper officials before using them.

The War Department now has no plan to ask the President to issue an Executive Order requiring censorship of publications. If war comes, there automatically will fall upon the commander on the scene of operations the duty of imposing a certain type of censorship which is laid down in Army regulations. These regulations, of course, are necessary if any force in the field is to operate successfully.

Secret Information

High officers of the War Department are of the opinion that only 5% of all military information is secret or confidential and should be withheld. These officers believe that radio and press are their own best censors and that all the information possible should be given out about the Army.

At the same time it is pointed out that persons handling news should be careful to check unconfirmed reports and not use information that reaches them from unofficial sources without checking with proper public officials.

The Army has three classes of information — secret, confidential and restricted. Items classified as secret are war plans, designs of new material, codes, ciphers and devices used to transmit secret information, certain military maps, photographs. Confidential items are those which will not endanger the public security but might be prejudicial to the interests of the United States. Restricted information deals principally with new weapons under test. News about them is classified as restricted until they are accepted by the War Department.

The Navy feels somewhat along these lines: That the present situation is one of great urgency and that if we maintain the traditional American military way we will attempt to keep the war away from our shores. That being the case, the big job falls on the fleet. It stands to reason that divulgence of operational matters or technical matters is handing information to potential enemies. As a result of that reasoning Secretary Knox last December addressed his now famous letter to stations and newspapers, requesting voluntary avoidance of publicity on those subjects.

In both the Army and Navy bureaus dealing with the press and radio there is a spirit of cooperation that hasn't been equaled in modern times in Washington. That in itself bodes well for the future, come what may. However, continuance of this happy situation depends entirely on the way radio and the press handle military items. It's not an easy problem but it isn't insurmountable. There's only one rule:

If in doubt, check.

DEFENSE PRECAUTIONS

What to Do in Case of Doubt

IN ITS ISSUE of Oct. 1, 1939, BROADCASTING printed an unofficial but authoritative list of precautions for broadcasters faced with the problem of operating their stations and networks in the public interest during a proclaimed limited national emergency without benefit of precedent or official guidance.

Now after almost two years of war, the situation as far as it pertains to the United States and in turn to American broadcasters, has jelled. Censorship or to use a less harsh term, prudent editorial judgment, has become a paramount topic of the day.

Secretary of the Navy Frank Knox has requested and received promises of cooperation from the nation's broadcasters, along with the press, not to disseminate certain types of naval information. President Roosevelt has expressed his views in a press conference. And one incident—the publicity given the arrival of the British cruiser *Malaya* in New York by a portion of the press—has served to focus attention on the vital problem on what is described broadly as censorship.

Herewith, using the BROADCASTING list of 1939 as a base, is a revision of "don'ts" which station managers, program directors, and news editors should read carefully.

In some instances they are official, in others unofficial but authoritative; the latter based upon information and opinion from the public relations sections of the Government departments most involved.

1—Don't broadcast actual or intended movements of vessels or aircraft of the Navy, of units of naval enlisted personnel or divisions of mobilized reserves or troop movements of the Marine Corps, unless announced or authorized by the Navy Department.

2—Don't mention secret technical U. S. naval weapons or developments thereof, unless announced or authorized.

3—Don't broadcast news of new Navy ships or aircraft unless announced or authorized.

4—Don't broadcast news concerning Navy construction projects ashore unless announced or authorized.

5—Don't broadcast arrival or departure in newscasts or on-the-spot descriptions of British warships in our Navy yards for repair.

6—Don't broadcast arrival or departure of belligerent merchant ships.

7—Don't broadcast rumors of happenings at Army camps. Check them with the public relations officer. If you aren't satisfied with his answer you can check further with the War Department Bureau of Public Relations in Washington. But DON'T carry unverified reports no matter how important they sound.

8—Don't broadcast reports of large troop movements unless they are authorized by the War Department.

9—Don't carry estimates of number of troops being sent to American bases outside continental United States unless authorized.

10—Don't broadcast any news that in your opinion might furnish information to unfriendly powers regardless of the location of your station.

11—Don't attempt on-the-spot descriptions of Army material (planes, guns, tanks, etc.) without obtaining clearance from the Bureau of Public Relations, War Department.

12—When in doubt check with the nearest public relations officer of the Army and Navy. If that is unsatisfactory have your wire service check in Washington. If you do not prefer to do this, a wire or call to the Bureau of Public Relations at either the War or Navy Department will get a prompt answer. These offices are manned day and night. Major Gen. Robert C. Richardson Jr. is chief of the War Department bureau and Rear Admiral Arthur J. Hepburn, chief of the Navy bureau.

Would Suspend Rule

BROADCAST MUSIC Inc. has asked MBS to suspend its rule which bars the playing of the same tune within less than a two-hour interval, a ruling suspended by NBC and CBS early this year. According to Mutual, the ruling remained as BROADCASTING went to press, but the network will cooperate with BMI during the next few weeks in cutting down the interval.

Clear Channel Members Sign All But One Outlet

ALL BUT one of the independently owned clear-channel stations have joined the Clear Channel Broadcasting Service formed last February to preserve high-power outlets as a means of providing broadcast service to rural and remote listeners, according to Allan Miller, assistant director. Stations now in the group are WSM WLW KFI WGN WSB WJR WFAA-WBAP WHAS WWL WLS KDKA WHO WHAM WOAI WCAU. KSL, Salt Lake City, is the only non-network-owned clear-channel outlet not a member of CCBS.

Victor A. Sholis, director of the Service, is touring outlets in Rochester, Detroit, Pittsburgh, Atlanta and New Orleans. Since formation of the group, he has visited every member station but KFI.

Treasury Strikes Snag in Effort to Sell Lever Bros.

RFC Makes $40,000,000 Loan To Brown & Williamson

AS THE FIRST move came last week in the liquidation of British-owned Brown & Williamson Tobacco Corp., heavy users of radio time [BROADCASTING March 31] with a $40,000,000 loan from the RFC, it became known in Washington that a hitch had developed in efforts by the Treasury to bring about sale of the far-flung Lever Bros., also among the top users of radio time.

The Treasury, it is understood, feels it is "willing to be shown" that Lever Bros. is not a British corporation, as claimed by a member of the British Purchasing Commission in New York, and thus not subject to Secretary Morgenthau's edict that all British holdings in this country must be liquidated to pay for war materials purchased before the Lease Lend Act became law.

Claim Dutch Control

In New York a member of the Purchasing Commission told BROADCASTING the American branch of Lever Bros. is controlled by the Dutch. This transfer, it was said, took place in 1937 when the world markets of the corporation were divided. On the other hand, there are undoubtedly large English holdings in the entire setup.

Just how the Treasury Department would go about determining whether these holdings were sufficient to bring the corporation under its liquidation policy, could not be learned.

The position of the British in connection with Lever is that the company will not be sold as far as they are concerned. They maintain it is not an English company, therefore they have nothing to do with it. Members of the Purchasing Commission contend that their job is to aid in the negotiation for sale of British holdings only and they don't want to do that except that, as they put it, "we are compelled to do so by the American Government."

The sale of the British holdings, it was pointed out, is being effectuated by the owners of the corporations themselves through the Commission, which seeks to obtain the best possible price. One Commission official said "that when Secretary Morgenthau said that Lever Bros. would be included in the sale of British companies he was talking through his hat."

Mr. Morgenthau told the Senate Foreign Relations Committee, in response to questions, that Lever would be among interests to be sold. At the Treasury it was pointed out that the Secretary's testimony was based on information furnished that Department by the British themselves.

One Treasury official said, when told of the statement, "We're will-

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Enriched Bread—An Advertising Bonanza

Biggest Promotion Story in History of Food Industry Is Now Available

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

IF HE HASN'T already done so, the smart radio time salesman will soon beat a pathway to the door of every bread baker and flour miller within his territory. This goes for everybody from the largest major national network on down to the smallest independent local. The reason for this is that the baking and milling industries are getting ready to put over the biggest promotion story in the history of the food industry.

The story will be based on the restoration of valuable nutritional elements—vitamins and minerals—to white flour and bread. Advertising promotion of vitamin and mineral fortification of food products is nothing new. But the bread and flour story is something new and different — it has quasi-governmental sponsorship; it has a national defense angle; and it has the support of the nation's leading nutritionists, whose names read like a proverbial "Who's Who" in the vitamin and mineral field.

Enriched and Enriched

In short, the new flour and bread story reads like the answer to an advertising copywriter's prayer. From an advertising standpoint, it has everything. And indications point to the belief that bakers and millers are going to ride the story for everything that it is worth. This is the first time that white flour and bread have had nutritionists on their side, and millers and bakers are going to make the most of it. In the days to come, the American people are going to hear plenty about "Enriched" bread and flour.

Promotion of "Enriched" bread and flour already has gotten under way in a number of larger cities, but the advertising to date is nothing compared to what is being anticipated for the near future. Full force of the campaign is being delayed while leaders of the baking and milling industries iron out a number of technical and regulatory problems—until milling production can be stepped-up so that the supply of "Enriched" bread and flour will be able to meet an anticipated demand—until the two industries can make peace with the Food & Drug Administration and the Federal Trade Commission.

Although the promotion to date has been primarily a newspaper advertising story, radio has played a part. It would take a nationwide survey to list all the instances where radio is being used to promote the new nutritional flour and bread, but several isolated cases will serve to indicate the possibilities. WTAG, Worcester, Mass., has renewed a 15-minute program for Commercial Baking Co., in which all commercials are devoted to publicizing a new "Mothers Vitamin B (one) Bread".

On the same station, Town Talk Bakers use time-signal announcements in addition to a half-hour Sunday feature to advertise vitamin and mineral restoration of three loaves. In Washington, WJSV, CBS outlet, has been carrying spot announcements for Continental Baking Co.'s, new vitamin-mineral bread, "Staff". These examples probably could be multiplied many times without difficulty, but the point is that every miller and baker of any size will soon be producing a new product with a smash advertising story behind it.

England First

And here is a resume of that story; it all started last summer. By parliamentary decree, England commanded its millers and bakers to fortify white flour and bread with vitamin B (one) and calcium. The order was issued as a defense measure. Vitamin B (one), or thiamin, is one of the important group of vitamins that make up the B-complex—in fact, some enthusiastic nutritionists claim that it is the most important of all the vitamins.

This vitamin, according to current scientific claims, aids the body cells in the proper use of carbohydrate foods (sugars and starches) for energy. Thiamin enthusiasts claim that a vitamin B (one) deficiency may lead to loss of appetite, constipation, certain nervous troubles and lack of morale.

In its most extreme form, a deficiency of this vitamin is known to lead to the disease called beriberi, which is often marked by despondency, neuritis, mental confusion and weakness. Hence the British move to incorporate it into the diet of the English people via bread and flour. Calcium is regarded as the major structural material for the body cells, particularly the bony framework and teeth.

As soon as word of the British move crossed the ocean, U. S. nutritionists started on a campaign to fortify certain staple foods in the American diet. White bread and flour were the first to receive attention. For years nutritionists had charged that millers were removing valuable vitamin and mineral elements from the wheat berry by the refining process that produces white flour. At one time their campaign became so strong that millers and bakers brought out whole-wheat bread as the answer—bread made from flour whose refining process did not remove the nutritional elements found in the outer brown coating of the wheat berry.

Must Be White

However, despite the fact that whole-wheat bread was pushed by nutritionists and dieticians, the American public soon indicated that it wanted white bread and flour — notwithstanding the fact that the removal of all the brown portions from the flour meant the removal of important nutritional elements. With the exception of a relatively small minority of the public, the whole-wheat campaign was a failure.

So the nutritionists said—if the American people won't eat whole-wheat bread, why not give them white flour and bread fortified with the same vitamins and minerals present in the whole wheat berry and removed in the milling operation. This process is called restoration because it restores to white bread and flour the vitamins and minerals claimed to be lost in the manufacturing process.

The first move was to urge the Food & Drug Administration to set up a standard of identity for a restored flour which would include the names and amounts of the vitamins and minerals to be added to ordinary flour. Also included in the standardization process is the means of providing an official common or usual name for this restored flour which must be applied to all flour made according to standard specifications. Once a restored flour is standardized, a restored bread also can be given the same treatment.

While Food and Drug's standard-making procedure was proceeding along its routine legal course, certain nutritionists became impatient. Headed by Dr. Russell Wilder, of the Mayo Clinic, the Food & Nutrition Committee of the National Research Council got together with representatives of the Millers National Federation and the American Bakers Assn. to sponsor a voluntary restoration program.

As a result, late in January, this committee announced that the millers and bakers had agreed to add thiamin, nicotinic acid, and iron to bread and flour and call the new product "Enriched" bread or flour. The place of thiamin in the human diet has been previously discussed. Nicotinic acid, unlike its name, has nothing to do with nicotine which many people regard as a poison. It is another member of vitamin B complex, a deficiency of which leads to pellagra, a nutritional disease particularly prevalent among the poorer classes in the South. The place of iron in the diet has long been known—it aids in the production of red blood cells.

Defense Angle

The National Research Council is a quasi-governmental agency dating all the way back to the Civil War. During the World War, President Wilson called on the council, an offshoot of the National Academy of Science, to advise the Government on national defense matters and it is serving in the same capacity now. The council, composed of the nation's leading scientists in all fields, is divided into a number of committees, of which the Food and Nutrition Committee is but one. On this committee are the nation's most prominent nutritionists and representatives of virtually every Government department dealing with the human diet. Thus, the "Enriched" program claims to have a national defense angle and the support of virtually

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GREATLY AMUSED was this group when an enthusiastic fan airmailed a pancake made from the sponsor's product, to Sam Hayes, Hollywood commentator on the daily NBC-Sperry Flour *Morning Newscast*. Grinning executives are (l to r), Ed Barker, NBC Hollywood account executive; Al Holen, assistant sales manager of Sperry Flour Co., San Francisco, firm sponsoring the program on 6 NBC-Pacific Red stations; Robert McAndrews, NBC western division sales promotion manager; Sidney Dixon, western division Red network sales manager, and Sam Hayes.

Fund to Entertain Servicemen Sought

New Group Seeks $10,000,000 To Conduct Its Program

PLANS for a nationwide campaign to raise some 10 million dollars to provide entertainment and service facilities for U.S. soldiers and sailors at their reservations were announced last Thursday at a "defense morale conference" in Washington attended by several hundred representatives of the six organizations in the United Service Organizations for National Defenses Inc.

With a radio bureau included as an integral unit in the USO setup, it was indicated that broadcasting would play an important role in promoting the appeal for funds.

Headed by Butcher

Recently appointed director of United Service Organizations was Jesse Butcher, former CBS publicity director and NBC station relations executive. Mr. Butcher started his new assignment early in April after successfully directing radio activities for the 1941 Appeal for Catholic Charities. Last week NAB President Neville Miller was appointed chairman of the USO national radio committee, and according to Mr. Butcher it was expected other members of the committee, constituting executive broadcasting personnel from all over the country, would be announced shortly.

Don Francisco New Head Of Communications Unit

DON FRANCISCO, who since October, 1940 has been in charge of the division's radio activities, last Monday was named director of the communications division of the Office of the Coordinator of Commercial & Cultural Relations Between the American Republics. Mr. Francisco, on leave as president of Lord & Thomas, succeeds Dr. James W. Young, formerly director of the Bureau of Foreign & Domestic Commerce.

According to the announcement by Nelson A. Rockefeller, coordinator, Dr. Young resigned to devote his time to private business, although he will continue as a member of the advisory committee on policy and special consultant to the coordinator. Before joining the Department of Commerce, Dr. Young was well known in the advertising and agency field.

No word on a possible appointee to fill Mr. Francisco's radio post was available from the coordinator's office, although it was indicated that a well-known personality in the broadcast field would be chosen, along with an assistant also drawn from radio. Announcement of an appointment is expected this week.

Corn Products Test

CORN PRODUCTS REFINING Co., New York, is testing daily five-minute newscasts on WTMJ, Milwaukee, for Zuma, a new chocolate flavoring made with dextrose and used with milk or water. C. L. Miller Co., New York, is agency.

LEARNING RADIO BUSINESS while working as ushers, these youths from the CBS Hollywood junior staff recently were given an opportunity to put their knowledge to actual test. They took over entire production for a five-minute period of *What's on Your Mind?*, sponsored by Planters Nut & Chocolate Co., on 10 CBS West Coast stations. Handling every job from that of sound effects engineer, director, producer and announcer, they are (l to r), Bill Mitchell, Wayne Reeves, Bob Correll, Norman Anderson, Bill Thomas, Ray Rosecrans, Andy Smith, Bill Kennedy, Harry Bremner and Chuck Johnston.

CIO Disc Strike Threat Hits Entire Columbia Organization

WITH Columbia Recording Corp. scheduled to submit a revised contract proposal to a CIO committee on April 21, William B. Elconin, international representative, announced that unless company executives come to an immediate agreement, a nationwide campaign against CBS and Columbia Recording Corp. will be launched.

Union leaders branded the proposal to be submitted April 21 as a "stalling move" on the part of CRC. Strikers report support from several AFL studio crafts and independent guilds, including Motion Picture Painters Local 644, Screen Publicists and Screen Office Employes Guild.

Pickets Patrol Plant

When efforts of Federal Labor Conciliator Edward Fitzgerald failed to avert a walkout of 85 Hollywood shop employes of subsidiary of CBS, a strike was called April 11 by United Electrical, Radio & Machine Workers of America, Local 1421, CIO, and pickets patrolled the company plant at 6624 Romaine St.

Strike action, voted more than three weeks ago, occurred when negotiations for an increase of from 55 to 75 cents per hour in the minimum pay scale bogged down.

Actual negotiations had continued five weeks when orders for a four-day slowdown, effective April 7, went through. When that failed to produce results, the strike was put into effect. A picket line was immediately established.

Plan Rejected

Several attempts had been made to avert the strike. James Hunter and James Murray, CRC vice-presidents, went to the West Coast from Bridgeport, Conn. to handle negotiations. Paul Crowley, plant manager, took over when they failed. He has since been in continuous conference with a union committee headed by Robert Kennedy, chairman, and William B. Elconin, international representative of CIO.

It is reported an agreement reached between Crowley and union officials prior to the strike had been turned down by company executives. Stoppage of work was then called, completely suspending operations at the plant which handles the bulk of that firm's recording and transcription business in the 11 western States. An attempt to open the plant on April 14 failed when clerical workers, ordered to report for duty, refused to cross the picket line, though only a few are union members.

Union officials said letters have been sent to all retail outlets in the Southern California area warning that a secondary picket line would be established should stores stock any Columbia records. Hollywood film studios securing recordings from CRC have been requested to suspend relations during the strike. Although flash pickets were patrolling the CBS Hollywood studios from time to time, CIO officials expected establishment of a permanent line there as well as in front of the network's Vine St. Playhouse. While hoping an amicable settlement would be reached, union executives on April 19 were planning a demonstration for that evening in front of the network's headquarters, similar to the mass costume picket line staged the previous Saturday night.

Allied's New Pact

It was further disclosed that a new wage deal had been negotiated by the union with Allied Record Mfg. Co., Hollywood. That firm, as well as RCA-Victor, has also agreed not to handle any work of Columbia Recording Corp. during the strike. New agreement with Allied, as announced by union officials, calls for a minimum wage scale of 72½ cents per hour, with an average through the plant of 84½ cents. Contract, it was said, also calls for vacation with pay, closed shop, and severance pay for workers called to military duty.

Bridgeport Local 237, UERMWA, CIO, has advised Hollywood union officials it will not accept any recordings or transcriptions from the West Coast during the strike.

"All compromise offers made by the union have been withdrawn," Kennedy said. "The company has provoked this strike and we now intend to settle it on our own terms." With no statements forthcoming from executives, general impression in Hollywood is that CRC will shut down its plant for some months, suspending all operation in an effort to fight the issue. The union has had a closed shop at the plant for two years, it was said. Strikers said their wage demand is based on increased living costs and is the sole remaining obstacle in the way to completion of a third contract.

FEDERAL REVISION ENDORSED BY FL

APPEARING before a Senate J diciary subcommittee at hearin on proposed changes in Federal a ministrative agencies, FCC Cha man James Lawrence Fly last F day favored a bill (S-675) propos by the majority of the Attorn General's Committee on Admin trative Procedure.

The Senate subcommittee, heade by Senator Hatch (D-N.M.), lead in last session's fight for passage the Logan-Walter Bill which die after Presidential veto, is conside ing three separate proposals—on from both the majority and mino ity groups on the Attorney Ge eral's Committee and another draf ed by the American Bar Assn.

Commenting on the proposal Chairman Fly indicated that S-67 would yield a "workable and whol some" procedure for administratio at least so far as the FCC wa concerned. A principal point in h testimony was built around a pro posal requiring issuance of com prehensive rules and regulation and definite statements of polic by Federal agencies, allegedly t the exclusion of the case-by-cas evolutionary approach.

Chairman Fly pointed out tha although the FCC was attempting to reduce as many matters as pos sible to a form or a standard an to extend the same idea to polic matters, so far as feasible, there was danger of crippling administrative work if the idea were carried to extreme.

"I am certainly in favor of all rules and regulations and state ments of policy that could feasibly be put out," he declared to Senator Danaher, a Republican member of the subcommittee. "What I do want to avoid is the harmful compulsion." He declared that under the proposal, an agency would be always under pressure to "get in there and propound a rule".

WNOX Gets 10 Kw.

IN ANOTHER surprise deviation from its pronounced policy under Order 79 on joint newspaper-station ownership, the FCC last Friday announced it had approved a substantial increase in status for WNOX, Knoxville, owned by Scripps-Howard Radio Inc. The Commission said that it had authorized an increase in power from 1,000 watts night, 5,000 watts day, to 10,000 watts fulltime on 990 kc. with directional antenna for day and night use. This action followed a grant announced last Wednesday to KTRH, Houston, of 50,000 watts on 740 kc. [see page 20].

ASCAP Offers First Formula Providing for Royalty Payment

But NBC Is Understood to Have Rejected the Plan; Separate Discussions Are Being Held With MBS

LATEST OVERTURES of ASCAP to the major networks on return of its repertoire to the air have embodied actual propositions on royalty payments, it was learned, though details have not yet been divulged. A definite formula, it is reported, was proposed to NBC at a meeting April 15 in New York, but promptly was rejected.

Meanwhile, separate conversations were being held with MBS, which, according to ASCAP spokesmen, is regarded as being in a somewhat different category than the other major networks because of its mutual ownership.

Both Sides Willing

The first meeting between executives of NBC and ASCAP was held April 15, following a similar get-together between ASCAP and CBS April 11. While ASCAP's first proposal was promptly rejected by NBC, it is reported that the session was entirely amicable, with both sides displaying a willingness to get down to work and attempt to arrive at a formula which would permit the return of ASCAP music to NBC. No guess was hazarded, however, as to when such an agreement might be achieved.

Meeting, held in the office of Niles Trammell, NBC president, was attended for NBC by Mr. Trammell; Frank E. Mullen, executive vice-president; Mark Woods, vice-president and treasurer; with Samuel Rosenbaum, president, WFIL, Philadelphia, representing the NBC-Blue affiliates, and Paul W. Morency, manager, WTIC, Hartford, acting for the NBC-Red affiliates.

Present for ASCAP were John G. Paine, general manager; E. Claude Mills, chairman of ASCAP administrative committee, and Walter Fischer, board member. Mr. Rosenbaum, who is also president of the Independent Radio Network Affiliates, and Mr. Morency volunteered, because of their nearness to New York, to attend as many such meetings as are necessary.

No date was set for the next meeting, but it is understood that sessions will be called whenever either side has any progress to report and that there will probably be at least one meeting weekly until some basis of settlement is reached.

Copyright committee of MBS will report the results of its investigations into possible methods of making ASCAP music again available to the network and its affiliates to the MBS board of directors, stockholders and operating board at a meeting expected to take place in New York April 25, it was announced following a meeting of the committee in Chicago April 16-17.

Appointed by the MBS stockholders March 21, the copyright committee met with ASCAP radio committee the following day and since then Alfred J. McCosker, chairman of board of MBS, and Fred Weber, general manager, have had almost daily conversations with ASCAP executives.

A full report of these conversations was made to the committee and while no details of the sessions were disclosed it is understood that definite plans for ASCAP licenses on both per program and blanket bases were presented and that most of the two-day session was devoted to discussing these plans and preparing them for presentation to the MBS board. John G. Paine, general manager of ASCAP, attended the Chicago meeting presumably to answer questions about the various details of the licensing plans.

Power Boost to 10 kw. Granted KXL, Portland

KXL, PORTLAND, Ore., was jumped in status from a time-sharing local to a 10,000-watt Class II outlet, in a grant April 16 by the FCC. The station was granted authority to change frequency from 1450 to 750 kc., and increase power from 250 to 10,000 watts, with hours of operation changed from sharing with KBPS, Portland school station, to limited time, with a directional antenna. The 750 kc. channel is the clear channel occupied by WSB, Atlanta.

KTRB, Modesto, Cal., was authorized to increase from 250 to 1,000 watts on 860 kc., with unlimited time, provided a directional antenna is installed. The application was granted upon condition that KTRB apply within 30 days to install a directional antenna. The alternative, the Commission said, is daytime operation. The 860 channel is assigned to CFRB, Toronto, Canada as Class I-A.

KROS are the call letters assigned to the new local in Clinton, Ia., granted Feb. 5 to the Clinton Broadcasting Co. to operate with 250 watts on 1340 kc. [BROADCASTING, Feb. 10].

Youngest Draftee

BELIEVED to be the first and youngest station manager to be drafted for the Army, 22-year-old Ralph M. Lambeth on April 15 left the general managership of WMFR, High Point, N. C., to join his unit at Fort Jackson, S. C. Young Lambeth, recent graduate of Duke U, has managed the station since last July when it was purchased by his father, furniture manufacturer of Thomasville, N. C. His mother, Mrs. James E. Lambeth, will take over the managership during his absence.

Mr. Lambeth

Radio Survey Methods Urged for Newspapers

NEWSPAPERS should cease anti-radio pressure methods and should adopt the research technique of radio to analyze readership, according to Dr. Paul Lazarsfeld, Bureau of Radio Research, Columbia University-Rockefeller Foundation. Addressing the 19th annual convention of the American Society of Newspaper Editors in Washington April 18, he said radio increases readership and circulation, but decreases advertising in newspapers.

Dr. Lazarsfeld said high income groups read more than low-income groups, but listen less; those who derive information from newspapers only are better informed than those who use radio alone; failure to publish radio schedules is short-sighted and harmful to newspapers in the long run; radio should be discussed editorially.

Dr. Lazarsfeld said radio is partisan during political campaigns in ratio to the amount of commercial time handled for parties. He based his claim on a survey conducted during the last campaign, which showed Republicans had far more time on the air than Democrats in the area surveyed. Radio is non-partisan on sustaining time, Dr. Lazarsfeld conceded.

GOOD AUDIENCE had Walter Wade, president of Wade Adv. Agency, Chicago, when backstage following a recent broadcast, he related antics of the *Quiz Kids* to Ray Ferguson, Ken Carpenter and Ned Tollinger, NBC Hollywood engineer, announcer and producer, respectively. NBC program, sponsored by Miles Labs. (Alka Seltzer), emanated from Hollywood April 9 and 16.

Free Speech Stays, President Asserts

Only Military News Will Be Subject to Censorship

"FREE SPEECH is the undisputed possession of publishers and editors, of reporters and Washington correspondents; still in the possession of magazines, of motion pictures and of radio; still in the possession of all means of intelligence, comment and criticism. So far as I am concerned, it will remain there for that is where it belongs."

These reassuring words were contained in President Roosevelt's message to the American Society of Newspaper Editors meeting in Washington April 17.

Responsibility of Press

"It is important that it should remain there," the President continued, "for the suppression of opinion and censorship of news are among the mortal weapons that dictatorships direct against their own peoples and direct against the world. As far as I am concerned there will be no Government control of news unless it be of vital military information.

"Like all of our liberties, liberty of speech and of the press is not a mere phrase, a mere form of words, a constitutional abstraction. It has a living meaning—whatever meaning the press itself gives it. Government and juridical process can afford a negative protection against interference with freedom of speech but its care, its nurture and its use are responsibilities of the press itself, which has never prized it so much as it should prize it now.

"How that freedom should be used, what contributions it should make to national defense, national interest and national morale, are questions for publishers and editors themselves to decide.

"It would be a shameful abuse of patriotism to suggest that opinion should be stifled in its service. United national sentiment, which all of us should desire, bears no resemblance to a totalitarian regimentation of opinion and treatment of news.

"I cannot better close this message to the American Society of Newspaper Editors than with a final assurance that those who disagree with what is being done, and with the manner in which it is being done, are free to use their freedom of speech."

Kennedy, Brokenshire to WNEW

JOHN B. KENNEDY, the NBC news commentator, and Norman Brokenshire, veteran radio announcer and m.c., joined WNEW, New York, April 21, as news analyst and newscaster respectively. Kennedy will broadcast Monday through Friday, 7:30-7:45 p.m., and Brokenshire Monday through Saturday, 5:15-5:30 p.m.

MRS. REGINALD A. FESSENDEN, widow of the noted radio inventor, died of a heart attack in Hamilton, Bermuda, on April 17, at the age of 75. Prof. Fessenden died in 1932.

GUESTS OF THE ONTARIO GOVERNMENT on April 9 at Toronto were these CBS officials and managers of stations carrying the Ontario tourist show featuring Ned Sparks, which started April 20. After a luncheon presided over by Douglas R. Oliver, director of the Ontario Travel & Publicity Bureau, and a dinner by Premier Hepburn, each guest on leaving by plane was presented with a pair of Hudson Bay blankets by the Hudson Bay Co. through Frank Ryan, formerly manager of CKLW, Windsor, now advertising manager of the latter company. Air minded officials include: Standing (l to r): Wm. B. Quarton, WMT, Cedar Rapids; Don. E. Inman, WNAX, Yankton; W. H. Ensign, CBS commercial department, New York; Harry Sedgwick, CFRB, Toronto; Leo Fitzpatrick, WJR, Detroit; I. R. Lounsberry, WGR, Buffalo; John F. Patt, WGAR, Cleveland; M. R. Hanna, WHCU, Ithaca, N. Y.; G. D. Coleman, WGBI, Scranton, Pa.; J. M. Bowman, Walsh Adv. Agency, Toronto; Charles Denny, WERC, Erie, Pa.; C. A. Baker, WKBN, Youngstown; L. M. Milbourne, WCAO, Baltimore; H. J. Frank, WSLB, Ogdensburg, N. Y.; L. W. Lindow, WFBM, Indianapolis; T. D. Connolly, director of program promotion, CBS, New York; J. C. Burwell, WMBS, Uniontown, Pa.; Tom Walsh, Walsh Adv. Agency, George Aiken, Walsh Adv. Agency, Toronto; A. W. Marlin, WMAS, Springfield, Mass.; N. W. Cook, WIBX, Utica, N. Y.; H. B. Walker, WEOA, Evansville, Ind.; T. Weber, assistant publicity director, CBS, New York; R. H. Swintz, WSBT, South Bend, Ind. Kneeling (l to r): L. W. Lowman, CBS vice-president, New York; Hon. St. Clair Gordon, Ontario Liquor Commissioner; James Kane, WBBM, Chicago; C. F. Phillips, WFBL, Syracuse; Miss Elizabeth Gledhill, WHEC, Rochester; James M. LeGate, WHIO, Dayton; R. D. Thomas, WBNS, Columbus; Don Henshaw, radio director, Walsh Adv. Agency.

Defense, Boost Industry Drive Lead NAB Convention Topics

National Emergency to Bring Up Many Problems; Attendance Record Seen; Annual Golf Meet

THE ACCENT will be on national defense at the 19th annual convention of the NAB, which convenes at the Hotel Jefferson, St. Louis, May 12-15. While the music situation, radio regulation, industry public relations, labor problems, and matters affecting commercial phases of broadcasting are on the agenda, greatest interest centers around radio's participation in the national scene, in the light of war developments.

Aside from national defense and the perennial business issues, considerable attention is expected to be focused upon a plan for creation of a $300,000 to $500,000 public relations fund for the industry [BROADCASTING, April 14].

Proposed by Edward Klauber, executive vice-president of CBS, the plan is being drafted by a special committee named by NAB President Neville Miller and will be placed before the convention. It is a "grass roots" plan, with an all-inclusive public relations and educational campaign, probably to be managed outside the NAB, as its over-all objective.

Scope of Plan

Mr. Klauber now is drafting his ideas of the scope of the propect, preparatory to holding another meeting of the committee which he heads. Members of the committee, in addition to Messrs. Klauber and Miller, are Frank E. Mullen, NBC vice-president and general manager; A. H. Kirchhofer, WBEN-WEBR, Buffalo; Major Edney Ridge, WBIG, Greensboro; Gardner Cowles Jr., Iowa Broadcasting Co.; and C. T. Hagman, general manager, WTCN, St. Paul-Minneapolis. T. C. Streibert, WOR-MBS vice-president, participated in the first meeting as an observer.

While definite announcement has not yet been made on the entire roster of speakers at the convention, expected to break all records in attendance, several important figures already have accepted invitations. The advance registration is in excess of 450, it is reported, with the outlook for an over-all attendance of 900.

Major Gen. Robert C. Richardson Jr., public relations chief of the Army, is scheduled as the principal national defense speaker. Because the Army is entrusted with all internal communications during a war emergency, his views are expected to arouse wide interest. Other speakers on national defense may include Lowell Mellett, director of the Office of Government Reports, and James Lawrence Fly, chairman of the FCC and Defense Communications Board.

Monday, May 12, is registration day, with no regular business sessions. The annual golf tournament for the BROADCASTING Magazine trophy will be held at the Sunset Hill Country Club during that day. St. Louis broadcasters also are awarding a trophy.

At the Tuesday morning business session, President Miller will submit his annual report, along with those of the various directors of departments of the NAB. By-law amendments, relating to nomination and election of the six directors at large, minor amendments of the dues classifications striking at higher brackets, and changes in the geographical makeup of 6 of the 17 NAB districts will be submitted and voted upon.

Defense Discussion

The general discussion on national defense will follow the opening business session on Tuesday morning. Tuesday afternoon will be devoted to meetings of IRNA, NIB, sales managers division and the clear, regional and local channel stations. There will be no general convention session.

Wednesday will be devoted entirely to a discussion of music matters, with President Miller, Sydney M. Kaye, vice-president and counsel; Merritt E. Tompkins, general manager; and Carl Haverlin, station relations director of BMI leading the discussion. Tentatively, a late afternoon session of FM broadcasters is scheduled.

On the closing day, Thursday, the morning program will involve discussion of the aims and policies of the recently reorganized department of broadcast advertising of the NAB, the commercial section of the code, the unit plan of volume measurement, and other commercial problems.

Col. Willard Chevalier, publisher of *Business Week* and a recognized authority on advertising, will be the principal speaker at the session with a discussion on placement of advertising in the national emergency.

At the noon session, a speaker from the industry—probably Mark Ethridge, chairman of the newspaper group—will summarize the industry's problems. Labor will be the topic during the early afternoon session.

Election of directors-at-large and the expressions of choice on the part of membership as to the location of the 1942 convention will occur at the Thursday afternoon session. These discussions are contingent upon passage at the Tuesday meeting of amendments covering the subjects.

The annual banquet will be held Thursday evening at the Jefferson Hotel. Entertainment is being arranged jointly by CBS, NBC and MBS, with the cooperation of the St. Louis broadcasters, under the direction of Merle S. Jones, general manager of KMOX, general convention committee chairman.

Dicker for Series

NBC was reported last week to be negotiating with Judge Kenesaw M. Landis, baseball commissioner, for the broadcast rights of the World Series. Rumored price offered by NBC is $150,000, or $50,000 more than the amount paid last year by Gillette Safety Razor Co., Boston, to sponsor the games on more than 150 MBS stations. NBC would not confirm the report nor give out any statement on the matter.

MBS UPHOLDS RIGHT TO FIGHT PROGRAMS

FOLLOWING NBC's announcement that it had filed suits against the 20th Century Sporting Club, MBS and Gillette Safety Razor Co. to prevent the proposed transfer of the broadcasts of the club's boxing matches from NBC-Blue to MBS in June [BROADCASTING, April 14] MBS has made public the following letter, written March 31 by its attorney, Leon Lauterstein, through Emanuel Dannett, to A. L. Ashby, vice-president and general counsel of NBC:

Your letter dated March 25, 1941 to the Mutual Broadcasting System Inc. was forwarded to us for attention. Following receipt of that letter a conference was held at your office on March 26, 1941 with Mr. Fred Weber and the writer, at which time you claimed that an oral renewal contract was made with Twentieth Century Sporting Club Inc. for the right to broadcast bouts held under its auspices in 1941-1942.

We have now completed our investigation of the facts and law pertaining to your claim and are now prepared to respond to your letter.

Twentieth Century Sporting Club Inc., Michael S. Jacobs, Mutual and another are parties to a contract relating to the broadcast of boxing bouts to be exhibited under the auspices of Michael S. Jacobs and the Twentieth Century Sporting Club Inc. Mutual became a party to that contract in good faith and without any knowledge on its part of any oral renewal contract such as is now claimed by you. Furthermore, we are informed by Michael S. Jacobs that neither he nor the Twentieth Century Sporting Club Inc. made any such renewal contract.

Under the facts and the law applicable thereto, it is our opinion that there has not been any violation of any alleged rights of National Broadcasting Co. Inc.

Beech-Nut in Fall

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum), at present on 180 stations with spot announcements and programs, will not renew contracts on most of these stations for the summer. Company is tentatively planning to resume its broadcasting schedule next fall. Newell-Emmett Co., New York, is agency.

TOPPING POPULARITY HEIGHTS

KOA's popularity in the Denver market is as towering as the hundreds of mountain peaks in the region . . . Listeners dial it for "the programs most people listen to most" . . . the outstanding features of the NBC Red Network. And they dial it for local news and local features with the same regularity.

Proof of this—and it's proof an advertiser wants—is to be found in the sales records of KOA clients . . . in audience ratings . . . in the list of KOA repeat advertisers.

Get these proofs. They'll show you why KOA is first in everything in Denver . . . and why it should be first for you.

50,000 WATTS **KOA** NBC RED NETWORK

First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Some Problems Created by the Treaty

International Accord to Bring New Issues In Regulation

A multiplicity of new problems, especially for applicants for new or improved facilities, is raised by the recent Havana Treaty allocations. The March 29 reallocation settled many existing problems, but now the broadcaster and his counsel are faced with new ones arising out of inter-American conflicts of existing and proposed assignments, priorities in the use of channels, procedures in inter-American channel registration and related issues. These are analyzed in this article by Donald C. Beelar, attorney specializing in radio who is associated with the Washington office of Kirkland, Fleming, Green & Martin, headed by Louis G. Caldwell.

By DONALD C. BEELAR

THE BROADCASTING industry in North America, having for years been subjected to the possibility of an interference epidemic, has finally been placed in quarantine for a course of treatment prescribed by the North American Regional Broadcasting Agreement.

On March 29, 1941, the patient underwent a general readjustment in the radio spectrum, and is now reported doing nicely. The industry has recovered from the first shock of changing frequencies. That much is past.

Mr. Beelar

But it is not generally realized that there will be a period of convalescence of not less than five years, during which the industry, in a large measure, will be governed by what is permitted or prohibited under the Agreement. Some of the problems as they apply to the future are suggested below.

Observance of Rules

The NARBA [see BROADCASTING, *Yearbook*, 1941, Pages 398-407] is a treaty duly ratified by Congress and, like the Communications Act of 1934, is part of the law of the land binding upon both the Commission and the public alike. The Agreement, of course, is effective throughout the North American region comprising Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland and the United States. Restrictions or rights limited or conferred by the Agreement must be observed and recognized. For example, Section 3.28(b) of FCC Rules, as amended, provides:

> In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

Existing stations have already taken the cure as set forth in the initial notifications effective March 29, 1941, which were duly filed and registered by each of the seven countries at the Inter-American Radio Office at Havana.

To illustrate, Canada registered five Class I-A, three Class I-B and nine Class II stations on 13 of the 59 clear channels. It registered 19 Class III-A, 13 Class III-B, and 36 Class IV stations on the regional or local channels. Cuba registered one Class I-B and 20 Class II stations on 20 of the 59 clear channels, and it also registered 20 Class III-A, one Class III-B, and 43 Class IV stations on the regional or local channels.

The Dominican Republic registered one Class II, one Class III-A and three Class IV stations. Haiti registered one Class II and one Class IV station. Mexico registered six Class I-A, seven Class I-B, and 16 Class II stations on 23 of the 59 clear channels. Its initial notification also included registrations for 21 Class III-A stations, 42 Class III-B stations, and 79 Class IV stations.

Newfoundland registered two Class III-A stations, and one Class IV station. The United States registered 25 Class I-A stations, 31 Class I-B stations, and 56 Class II stations (not including 35 limited or part-time Class II stations), or a total of 75 stations on 50 of the 59 clear channels.

The initial notification of the United States also registered 316 Class III-A, or III-B stations, and 450 Class IV stations on the regional or local channels.

With minor exceptions, the foregoing illustrates what occurred under the initial notifications under Section III, Paragraph 1.

Some New Problems

Paragraph 2 of Section III provides for subsequent notifications of changes and new assignments made after March 29, 1941. Procedure for resolving conflicts between notifications is provided in Paragraphs 3, 4, and 5.

In the months to come, broadcasters applying for new assignments, applicants for new facilities, radio lawyers and engineering consultants will be confronted with new problems under the Agreement and with a flow of new registrations which may either open up or foreclose opportunities.

The Agreement governs the determination of conflicts between assignments in the North American countries. Conflicts as to existing assignments, effective March 29, 1941, were resolved at a January conference in Washington. As a result of this, the initial notifications of Jan. 30, 1941 were exchanged and registered covering assignments to go into effect under the Agreement.

Conflicts as to new assignments or changes in existing assignments are governed by engineering standards set up in the Agreement, and in case of conflicts between changes or proposed assignments in one country with existing stations or proposed assignments in another country, priority of registration at the Inter-American Radio Office will govern.

The Agreement is based upon a system of priority as determined first by the initial notifications, and second by subsequent notifications after March 29, 1941. A pos-

(*Continued on page 44*)

KIBITZER COOKS from Marion, Ind., numbering 100, surround Franklin Tooke, program director of WOWO-WGL, Fort Wayne, and announcer of tactics. The group visited the program while on a tour of the studios.

Call Club

ESTABLISHMENT of radio's most exclusive fan organization was announced by WGN, Chicago, this month. The membership is restricted to listeners whose initials are the same as the station's call letters. It is known as the W-G-N Club. The first meeting will be held in the station's main audience studio on the night of April 10, when members will view the *In Chicago Tonight* program, from 7:30-8 p.m. (CST). They will sit in a special reserved section. Special membership cards in green and gold—the colors of MBS, with which WGN is affiliated, will be mailed to the members. It is planned to have them present at least once a month at performances in the WGN studios.

Copyright Treat Approval Oppose

Kaye Points to Radio Effec State Department Favors

IN THE FACE of strong Sta Department favor for immedi ratification of the Internatio Convention of the Copyright Unio originally revised and signed Rome in 1928, hearings before Senate Foreign Relations subcom mittee last Tuesday and Thursda indicated that opinion was divide sharply as to whether ratificatio now would be wise.

Opposition groups also point to the necessity of first revisin the domestic copyright situatio amending the 1909 U.S. copyrigh statute to bring it up to date i the light of the treaty, and main tained that the proposal to allo a one-year lapse between ratifi cation action and effective date o the treaty would not insure satis factory disposal of the domesti situation.

Kaye Opposes

Testifying as the NAB copy right counsel, Sydney M. Kay last Thursday declared to the sub committee, headed by Senator El bert Thomas (D-Utah), that ad herence to the treaty would remov from the public domain immed iately thousands of musical works now in the libraries of broadcast ers, both in published and specially made arrangements, representing millions of dollars of investment by the radio industry.

He observed that since practically all works played on the radio, except classics, require extensive arrangement, the entire supply of foreign music would be foreclosed to American audiences by adherence to the treaty if it is not preceded by legislation and reservations protecting the right to make customary and reasonable arrangements.

"The broadcasting industry has never opposed adherence to the Internationl Copyright Convention after proper revision of our domestic law and with proper reservations to protect the rights of American citizens," Mr. Kaye stated. "At this time, however, it most earnestly opposes such adherence."

Speaking for the State Department at the proceeding, Dr. Wallace McClure, assistant chief of the treaty division, termed the convention, which has been popping up periodically in the Senate since 1934, "a real law with teeth in it—a 20th Century weapon against piracy".

During the first few days of the present session of Congress, the Senate Foreign Relations Committee reported out favorably the copyright convention, recommending Senate ratification with a proviso allowing one year to modernize the domestic copyright situation. After several weeks on the Senate calendar, however, the convention was recalled and the recent hearings set.

KSFO MAKES SIX TRIPS TO NEW YORK

-without leaving California!

Enough miles were covered by the KSFO Public Affairs Department during 1940 to carry it from San Francisco to New York SIX times! Actually, these 20,000 miles were put to far better use... within California.

To produce an average of thirty programs a month, there was no spot within the State that was beyond "point of origination" for the KSFO Special Events crew. When there was a $350,000 fire at the San Francisco World's Fair... when an airplane had to be chartered to fly over the flood areas and broadcast advice to the stricken... when a San Francisco Ferry boat set out on a 9,000 mile trip to South America... the KSFO Special Events boys were there. (Even more so this year!)

Besides catching the sound of important "one-time" events ... while they were happening... KSFO last year broadcast close to 250 programs about people and places of interest to Californians. (Each of these shows, of course, was produced in KSFO's regular network calibre fashion.) National parks—San Francisco harbor—California industries—fairs and fiestas—civic organizations... all came in for their share of KSFO support. And still are.

We think these 20,000 miles and several hundred community affairs programs are important. They're "good" company for KSFO's brilliant array of Columbia Network and local programs. And they build a big, loyal KSFO audience... and a mighty interested one.

KSFO *"Northern California's Listening Habit"*

A CBS STATION • SAN FRANCISCO

National Representatives: EDWARD PETRY & CO., INC.

General Disc Industry Session On New AFRA Code Expected

Negotiating Committee to Call Meeting Soon; Two Types of Transcriptions Are Provided

NEGOTIATING committee of the transcription industry is expected to call a general industry meeting in the near future, possibly within the week, to discuss the revised code of the American Federation of Radio Artists covering the employment of talent on transcribed programs.

Following a session with AFRA executives April 11 that lasted until 7:30 p.m., the committee met privately last Wednesday to examine the revised code submitted by the union earlier in the week.

Two Groups

On Friday the code committee and AFRA executives met again in what each side hoped would be the final meeting. If the industry meeting approves the work of its committee, as expected, the code will be signed by individual companies and will probably become effective by mid-May.

While the details of the code have not been disclosed, it is described as classifying transcriptions into two groups. Class A includes custom-built discs, to be used by one sponsor once only in each locality for any of the sponsor's products, and open-end transcriptions, which may be used on any number of stations of any power for one or more sponsors. Class B discs are open-end recordings restricted for use on stations of 1,000 watts power or less. Rates are higher than at present, although less than the AFRA minimums for live broadcasts. Code will expire on Nov. 1, 1943, together with the codes for commercial and sustaining network programs.

It is understood NBC will work out a special supplementary agreement with AFRA concerning recordings made in Hollywood, where NBC has a contract with an independent union of sound effects men, who are included with actors, singers and announcers as coming under AFRA control in the national agreement.

Settlement of the differences between AFRA and WIOD, Miami, was worked out early last week, following a hearing by the National Labor Relations Board the week previous. Agreement, signed April 14, provides for an AFRA shop for talent and sound effects men, with increases in wages, minimum scales with extra pay for commercials, etc. Station also agreed to reinstate one anonuncer, Jack Stinson, with full pay for the 16 weeks he was out, including probable commercial fees as well as salary.

Another announcer, Bill Pennell, was also paid both salary and probable commercial fees for the 16-week period and was given an additional 31 weeks pay as severance pay, it being agreed that strained relations between him and the station management made his return undesirable. Both of the announcers, AFRA alleged, had been discharged for union activities.

Situation at WKRC, Cincinnati, where negotiations have been under way for some time, is being "mulled over" by AFRA executives, according to Mrs. Emily Holt, executive secretary of the union, who reported that the AFRA shop provision is the main stumbling block. The station, she said, had asked for arbitration of the point, which AFRA refused on the grounds that since it has more than 50 contracts with AFRA shop provisions the matter is not one for arbitration. "We won't make a contract without the AFRA shop clause," she stated.

Foreign Tongue Check

ARTHUR SIMON, general manager of WPEN Philadelphia, has announced further inroads in the station's foreign-language schedule. In extending the participating *950 Club of the Air* by 45 minutes to 6:15 p.m., starting at 2:30, the evening foreign-language schedule has been restricted from 6:15 to 9 p.m. The move is in line with the station's policy of gradually confining its broadcasting day to English programs. As foreign-language contracts expire, no new committments are made.

BEGINNING LIFE simultaneously with WOW, Omaha, 18 years ago, these six lassies were invited as guests of honor to participate in a studio party April 2 celebrating the 18th anniversary of the station. All six were born April 2, 1923, the date WOW, then operating with the call letters WOAW, went on the air. Roslyn Levy (second from left) was born at precisely the moment that WOAW first went into operation.

CHOSEN MISS SARASOTA was Miss Glynn Putnall, representing WSPB, in Sarasota, at the annual pageant in connection with Sara De Sota festivities in that Florida city. Here she holds the trophy, emblematic of her victory, between two of the contest judges, John Ringling North, head of the Ringling Bros-Barnum & Bailey Circus (left), and Peter Arno, well-known illustrator and author.

ASSOCIATED SIGNS FOR TRACK MEETS

TIDE WATER ASSOCIATED Oil Co., Associated Division, San Francisco, will sponsor a series of seven track and field meets of leading colleges on the Pacific Coast this spring, according to Harold R. Deal, manager of advertising and sales promotion. Agency is Lord & Thomas, San Francisco.

The first broadcasts are scheduled for April 26. Doug Montell and Frank Bull, veteran Coast sports commentators will preside in San Francisco area and Los Angeles area for the track and field broadcasts.

Special network arrangements have been worked out for the season, with KLX, Oakland and KMPC, Los Angeles, linked.

The schedule follows:

April 26—California vs. Stanford at Berkeley, KLX; Southern California vs. UCLA, Los Angeles, KMPC.

May 10—Stanford vs. Southern California at Palo Alto, KLX, KMPC.

May 24—Los Angeles Relays at Los Angeles, KMPC.

May 31—Pacific Coast Conference meet at Berkeley, KLX, KMPC.

June 14—Big Ten vs. Pacific Coast Conference at Los Angeles, KMPC, KLX.

June 21—NCAA at Palo Alto, KLX, KMPC.

ANNUAL banquet of the American Newspaper Publishers Assn., April 24, will be broadcast for the first time in its history in connection with the ANPA's 57th convention, at the Waldorf-Astoria, New York. Secretary of Navy Knox will speak and MBS will carry the event.

C. E. HOOPER Inc., research organization, has moved its New York headquarters office to 22 E. 42d St. New telephone number is Lexington 2-3000.

BROOKLYN MERGER APPROVED BY FCC

CONSOLIDATION of the four Brooklyn stations, now sharing time on 1340 kc., as a single station using the call WARD, was approved April 16 by the FCC. Griff Thompson, former general sales manager of the Westinghouse stations, is the new general manager of the consolidated operation.

The new corporation will be known as Unified Broadcasting Corp. and will operate WARD unlimited time. Under this consolidation, the new operating company absorbs the facilities of WLTH, WFVW, WBBC, and operates with the equipment of WARD with 500 watts. Each of the four individuals identified with the ownership of the time-sharing stations becomes a one-fourth owner of the new operation.

The consolidation followed final disposition of the so-called Brooklyn cases last fall, after pendency of some six years. The Commission then said it would entertain any feasible proposal for the consolidation of the four stations into a new organization to operate under single management and control.

Martin and Ayer Named To WWNY, Watertown

HAROLD B. JOHNSON, publisher of the *Watertown Daily Times* and head of the Brockway Co., licensee of the newly-started WWNY, Watertown, N. Y., has announced completion of the station's staff with Thomas E. Martin, formerly of WSYR, Syracuse; WIBX, Utica; WGY, Schenectady, and WIS, Columbia, S. C., as general manager and program director. Commercial manager is Hibbard Ayer, formerly a national radio representative and more recently with WIBX, Utica, and WFAS, White Plains, N. Y.

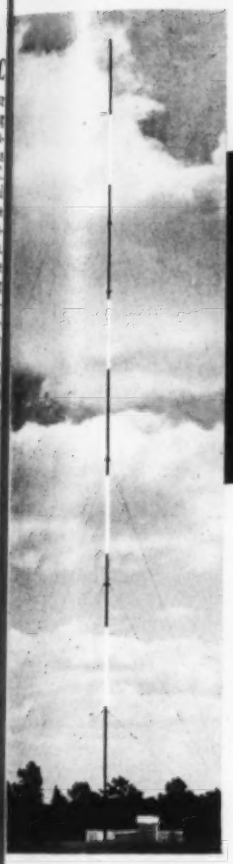
Other staff members are: Robert D. Mowers, previously with WGY, Schenectady, WOKO, Albany, and WTRY, Troy, chief announcer; Earl R. Kelly, from WSLB, Ogdensburg, N. Y., and Jean H. Closs Jr., from WNBZ, Saranac Lake, N. Y., announcers; Paul H. Lee, from WIBX, and WSYR, Syracuse, chief engineer; Maynard Davis, formerly of WMBO, Auburn, N. Y., Howard Risley, previously at WOLF, Syracuse, and Ross Beatty of Watertown, operators.

Transmitter is RCA equipped throughout and the radiator was erected by Lehigh Structural Steel. Station operates with 500 watts daytime on 1300 kc.

Fox Furs on FM

I. J. FOX Inc., New York (furrier), on April 15 began sponsorship of *Unbroken Melodies*, half-hour of recorded light classics, Tuesday and Friday, 8:30-9 p. m., on W71NY, FM adjunct of WOR, New York. The I. J. Fox contract, following signing of Longines-Wittnauer Watch Co. for evening time signals, represents first sponsorship of an actual program series.

THE *Milwaukee Journal's* FM station W9XAO, has been rechristened. After signing off under the former call letters it returned to the air two days later as W55M. During the two-day silence, new antenna and tuning crystals were installed so the station could operate on its new frequency of 45.5 megacycles.



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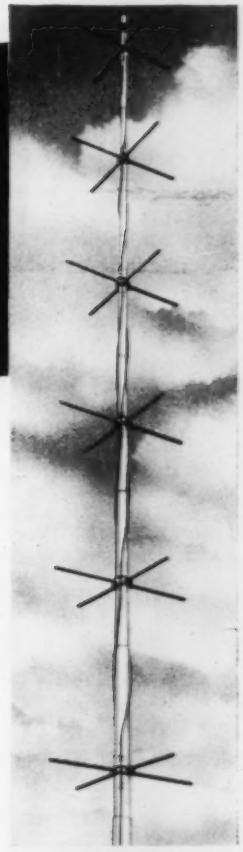

AM LINGO FM

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TUBULAR STEEL
AND
TURNSTILE
RADIATORS

To Meet Your Specifications —to Solve Your Problems

Don't take the selection of your antenna for granted! In the past few years new standards have been introduced that can save you valuable dollars and step up the efficiency of your station.

To be sure of the utmost in performance and the newest improvements in design investigate the Lingo Vertical Tubular Steel Radiator. Constructed of seamless copper-bearing steel tubing of uniform and narrow cross-section throughout, providing low base capacitance; high characteristic impendance; practically sinusoidal current distribution. Other exclusive features include:

- Moderate initial cost
- Exceptional high efficiency
- Low maintenance cost
- Unexcelled stability
- Five year insurance protection
- Single responsibility for constructing and erecting.

Whatever the task you demand for a radiator—whatever your special demands—you will find that Lingo gives you a full dollar's worth of performance out of every dollar you invest.

Our engineering staff will be pleased to supply you with technical details as they apply in your own particular case —without obligation, of course. In writing please give location, power and frequency of station.

The First and Only Antenna of its Kind in the Industry!

The first Lingo Turnstile Radiator was furnished even prior to the Lingo Turnstile installations at the birthplace of FM at W2XMN, Alpine, New Jersey.

The improved, patented design now available offers new features with exclusive advantages—

- Antenna radiates a horizontal polarized signal with uniform circular field pattern.
- Antennas are custom built, and factory adjusted to the operating frequency, making no field adjustments necessary.
- Improved, simplified method of feeding and coupling.
- Turnstile elements fed by coaxial lines, no open turnstile wires used.
- Available with 2, 4, 6, 8 or 10 layers of turnstile elements depending upon desired gain.

Quotations available now for stations up to 50 KW and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are also available as optional equipment. Write today for complete facts and please indicate your proposed frequency, power and location.

JOHN E. LINGO & SON, Inc. **Dept. B-4** **CAMDEN, N. J.**

Mexican Border Stations Under Latest Published Lists

Brinkley Station Appears at Former Location Between 790 and 810 kc.; Diplomatic Moves

See Letters on page 34

MEXICO's new official broadcast station log for April, released April 9 by the Communications Administration, coincides exactly with that released immediately prior to the March 29 reallocation, with the so-called border stations remaining at the previously prescribed, rather than the Treaty-specified locations.

The new official list, made public by the Secretary of Communications, does not deviate in any respect from that published in the March 24 reallocation supplement of BROADCASTING. Despite this, however, the FCC has announced it will regard the original log of last March [BROADCASTING, March 10], as the basic list to be used for allocation purposes in this country.

This list did not provide for retention of the high-power border stations, and also made provision for some two-score more stations than appear on the revised log.

Brinkley's Status

The former XERA, operated by Dr. Brinkley, appears on the April 9 list as a 500,000-watt station at Villa Acuna, its former location, but no frequency is specified. It is placed between assignments on 790 and 810 kc., however, with no assignment shown for 800 kc., which is a Mexican Class I-A facility. Whether the station finally will operate on that frequency under Brinkley ownership or management is still open to speculation.

XENT, the Norman Baker station at Nuevo Laredo, is shown on the new log as assigned to 1140 kc. with 50,000 watts. XELO, on 1190 kc. with 50,000 watts, is shown at Tijuana, though its location had been specified for the province of Sonora.

XEAW, 100,000-watt outlet operated at Reynosa by Carr Collins, official of the Crazy Water Crystals Co., is shown as assigned to 1570 kc., though it has been operating on 1010 kc.

It was officially announced April 7 [BROADCASTING, April 14] that the American Embassy in Mexico City had been assured XELO would operate with reduced power and "efforts would be made to cause early transfer of location" and that XEAW had been ordered to move to Nuevo Leon and change wavelength.

Meanwhile, BROADCASTING was in receipt of two communications in connection with the reallocation. Nicolas Mendoza, former director of radio communications in Cuba, on April 9 took issue with published comments in BROADCASTING of interference from Cuban stations following the reallocation. His letter is published on page 34 in full text.

In a later communication April 14, Mr. Mendoza commented that he felt Dr. Orosman Viamontes, the new Minister of Communications, had handled "masterfully and firmly" Cuban aspects of the reallocation and that 11 of Cuba's stations are less than five cycles off-frequency, with all but six less than 30 cycles off.

Eventually, he said, they will all be brought to safer, less troublesome limits, as engineers at the monitoring stations have been following a policy of collaborating with broadcasters, solving their problems, first as to frequency stability, later as to harmonics, high angle radiation, directive array patterns, etc.

W. E. Branch, president and general manager of XELO, giving his post office address as San Diego, Cal., wrote BROADCASTING April 14 in a highly critical vein. His letter also appears on page 34. Mr. Branch has been identified with several border stations and is well known in radio engineering circles.

Designation Dropped

FOLLOWING the precedent established several weeks ago, the FCC announced April 16 that it had dismissed the applications of four stations for modification of licenses to be classified as Class III-A stations, which would permit ultimate power of 5,000 watts power at night. The FCC said that class designations "are merely for administrative convenience and is not a part of any license, nor a source of any right in the licensee". The stations which sought classification as III-A outlets are KLX, Oakland; WSAR, Fall River; KFAC, Los Angeles; KVOR, Colorado Springs.

CBS Gross Up

CBS gross income for the first 13 weeks of 1941 totaled $14,685,777 as compared with a gross of $12,777,065 for the first quarter of 1940, a gain of 14.9%, according to a consolidated profit and loss statement issued April 16 by Frank K. White, CBS treasurer. Profit for the period was $1,487,686, up 15.9% from the previous year's $1,284,331. Earnings per share amounted to 87 cents for the 13-week period of 1941, compared with 75 cents for the same period of 1940.

Charlotte Granted Regional on 610 kc.

Rep. Doughton Son Interested; New Fitchburg, Mass., Local

TWO NEW station grants, one a regional in Charlotte, N. C. and the other a local in Fitchburg, Mass., were authorized by the FCC in actions announced Wednesday.

The Charlotte grant was to Inter-City Advertising Co., and covers 1,000 watts fulltime on 610 kc. Equal shareholders are Beverly T. Whitmire, manager of WFBC, Greenville, S. C.; Horton Doughton, department store and hardware merchant; George W. Dowdy, manager of Belk's Stores of Charlotte and Concord, N. C.

Mr. Doughton, secretary-treasurer of the company, is the son of Rep. Robert L. Doughton (D-N. C.), chairman of the House Ways & Means Committee. Mr. Whitmire, who does not own any of WFBC but is employed by Roger Peace, publisher of the *Greenville News & Piedmont*, is vice-president. Mr. Dowdy is president.

The Fitchburg grant went to Ruben E. Aronheim, and covers 250 watts fulltime on 1340 kc. Mr. Aronheim is part owner and general manager of a retail furniture store.

THEY WERE IN THE ARMY THEN

One of a Series

THE CBS FAMILY contributes this panel of warriors of 24 years ago, two being managers of CBS-affiliated stations and the other a member of the New York staff. For identifications and service records, see page 47.

New 50 kw. Station Granted Houston

KTRH Is Moved to 740 kc.; KXYZ Given Its Facilities

A NEW 50,000-watt station for Houston, born of the Havana Treaty reallocation, was authorized April 15 by the FCC, with the assignment of KTRH, Houston, to 740 kc. in lieu of its present 1,000-watt night, 5,000-watt day assignment on 1320 kc.

Although the station, licensed to the KTRH Broadcasting Co., is a subsidiary of the Houston Chronicle Publishing Co., and therefore has a newspaper identity, the FCC granted the application without regard to its newspaper investigation order (79) adopted March 1 which, by its own terms, was regarded as holding in abeyance all action on newspaper applications.

The *Houston Chronicle* and KTRH are understood to be identified with the Jesse Jones interests. The Secretary of Commerce, however, is not officially listed as the publisher or head of the Chronicle Publishing Co.

Transmitter Shift

At the same meeting and as a sequel to the KTRH grant, the FCC granted KXYZ, Houston, owned by Tilford Jones, nephew of the Secretary of Commerce, a construction permit to utilize the facilities to be relinquished by KTRH with its shift to 740 kc. It granted KXYZ a construction permit to increase its power from 1,000 to 5,000 watts fulltime and shift its frequency from 1470 to 1320 kc., with a directional antenna for day and night use. The grant also authorized KXYZ to use the KTRH transmitter at a new location.

KTRH was authorized to install a new transmitter and use a directional antenna for day and night, subject to engineering approval, on 740 kc. This channel also has been assigned to KQW, San Jose-San Francisco, and is used as a Class I-A channel in Canada by CBL, Toronto.

The Fred Jones Broadcasting Co. of Tulsa, which had an application pending for a new station to operate on 690 kc., last week filed an amendment for assignment on 740 kc. The KTRH grant, however, it was presumed, technically might preclude such an assignment.

WCAM Wants Time

CITY COMMISSION of Camden, N. J., at a meeting on April 10, adopted a resolution making formal application to the FCC for an increase of 22 hours a week in the broadcasting time of WCAM. The municipal station's weekly schedule is now 29 hours. The additional time, now assigned to WTNJ, Trenton, N. J., would enhance the local outlet's broadcasting value, it was said by City Solicitor John J. Crean, who was designated to go to Washington to file formal application.

XUM

Limited Supply of Extra Copies Available!

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

National Press Bldg. SUPPLEMENT TO ISSUE OF MARCH 24, 1941 Washington, D. C.

New Broadcast Allocations

Ordered Under The

North American Regional Broadcasting Agreement

(Havana Treaty)

Effective March 29, 1941

●

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Compiled by the Staff of BROADCASTING from Authoritative Government Sources

25c Each · 20c in quantities of 10 or more

XUM

News of Army Awards

CREATION of a new service for broadcast stations and agencies, through which announcements on current award of medal for distinguished service will be made, was announced last Friday by the newly-organized Radio Section of the War Department. The announcement said many requests have been received for permission to broadcast ceremonies from Army posts at which individuals are honored for acts of heroism. Dates and Army posts where such events will take place will be made available and arrangements for spot broadcasts will be handled through the Radio Section, headed by Edward M. Kirby.

KATE, Albert Lea, Minn., has appointed The Foreman Co. as national representative.

Bob Hope Replaces Jack Benny in Poll Conducted by 'Movie & Radio Guide'

BOB HOPE, comedian sponsored on NBC-Red by Pepsodent Co., is winner of the "star of stars" honor in the eighth annual listener poll conducted by *Movie & Radio Guide*. Runner-up is Jack Benny, Jell-O comedian on NBC-Red. Hope is also named best comedian again followed by Benny.

Favorite program selected in the magazine's 1941 poll is the NBC-Blue *Breakfast Club*, a morning hour in which Swift & Co. is a participating sponsor. The program was also chosen the best variety program and Don McNeill, along with other cast members, received other honors.

A newcomer to the poll is *Quiz Kids*, which started on NBC last year under Miles Labs. sponsorship. The juvenile series lead the children's division and ranked second to *Information Please* in the quiz classification. The last-named is sponsored on NBC-Red by American Tobacco Co. Leading actress selected in the poll is Helen Hayes, sponsored on CBS by Thomas J. Lipton Inc. Bing Crosby, NBC-Red crooner sponsored by Kraft Cheese Co., again wins the male pop song honor. Kate Smith, General Foods songstress on CBS, leads the female singers.

Complete results of the poll follow (%):

Star of Stars—Bob Hope, 18.1; Jack Benny, 16.4; Don McNeill, 16.0; Bing Crosby, 13.9; Helen Hayes, 6.8; Edgar Bergen, 6.8; Don Ameche, 5.9; Kate Smith, 5.5; Gene Autry, 5.3; Jack Baker, 5.3.

Comedian—Bob Hope, 32.8; Jack Benny, 27.4; Fibber McGee, 13.1; Edgar Bergen, 7.6; Fred Allen, 7.1; Eddie Cantor, 5.5; Ransom Sherman, 2.1; Frank Morgan, 1.6; Bob Burns, 1.5; Al Pearce, 1.3.

Announcer—Don Wilson, 29.8; Milton Cross, 18.2; Ken Carpenter, 14.2; Bob Brown, 13.3; Harry von Zell, 6.7; Harlow Wilcox, 5.4; Durward Kirby, 5.1; Ralph Edwards, 2.8; David Ross, 2.4; Ben Grauer, 2.1.

Actor—Don Ameche, 19.3; Les Tremayne, 18.9; Edward G. Robinson, 15.3; Charles Boyer, 10.1; Ezra Stone, 8.5; Michael Raffetto, 6.9; Hugh Studebaker, 6.0; Ronald Colman, 5.4; James Stewart, 4.9; John Barrymore, 4.7.

Actress—Helen Hayes, 40.9; Barbara Luddy, 13.7; Nan Grey, 8.7; Bette Davis, 8.5; Joan Blaine, 7.2; Alice Frost, 7.0; Betty Winkler, 5.5; Helen Menken, 3.3; Jeanette MacDonald, 2.7; Ona Munson, 2.5.

Master of Ceremonies—Don McNeill, 43.2; Bob Hope, 11.9; Bing Crosby, 11.9; Garry Moore, 6.8; Clifton Fadiman, 6.5; Rudy Vallee, 6.1; Don Ameche, 4.7; Ransom Sherman, 3.2; Milton Cross, 3.1; Don Wilson, 2.6.

Male Singer of Popular Songs—Bing Crosby, 32.7; Jack Baker, 24.9; Lanny Ross, 16.6; Kenny Baker, 9.8; Dennis Day, 3.5; Tony Martin, 3.1; Rudy Vallee, 2.7; Harry Babbitt, 2.7; Frank Munn, 2.4; Curly Bradley, 1.6.

Woman Singer of Popular Songs—Kate Smith, 33.2; Ginny Simms, 13.2; Evelyn Lynne, 13.1; Connie Boswell, 11.1; Nancy Martin, 10.9; Dinah Shore, 6.3; Bonnie Baker, 3.7; Frances Langford, 3.4; Bea Wain, 2.7; Judy Garland, 2.5.

Male Singer of Classical Songs—Richard Crooks, 24.8; Donald Dickson, 18.3; James Melton, 13.1; Frank Munn, 9.3; Lawrence Tibbett, 6.9; Lanny Ross, 6.2; Jack Baker, 6.1; Frank Parker, 6.0; John Charles Thomas, 5.4; Kenny Baker, 3.9.

Woman Singer of Classical Songs—Lily Pons, 15.2; Margaret Speaks, 14.9; Jean Dickinson, 14.8; Francia White, 13.2; Jessica Dragonette, 13.0; Lucille Manners, 11.2; Rise Stevens, 5.9; Gladys Swarthout, 4.5; Marian Claire, 3.7; Grace Moore, 3.6.

News Commentator—Lowell Thomas, 34.0; H. V. Kaltenborn, 17.9; Walter Winchell, 10.9; Elmer Davis, 8.3; Raymond Gram Swing, 6.9; Paul Sullivan, 5.5; Edwin C. Hill, 5.3; Boake Carter, 4.6; Gabriel Heatter, 3.6; Fulton Lewis, Jr., 3.0.

Sports Commentator—Bill Stern, 65.3; Bob Elson, 10.2; Ted Husing, 8.3; Fort Pearson, 3.9; Graham McNamee, 2.6; Red Barber, 2.5; Sam Balter, 2.4; Clem McCarthy, 1.8; Bob Trout, 1.7; Hal Totten, 1.3.

Dramatic Program—Lux Theatre, 49.2; One Man's Family, 11.8; Helen Hayes, 8.3; Those We Love, 7.5; First Nighter, 5.5; Big Town, 4.4; Aldrich Family, 3.9; Screen Guild, 3.3; Every Man's Theatre, 3.2; Silver Theatre, 2.9.

Musical Program—Ford Sunday Evening Hour, 26.2; Kay Kyser, 12.9; Voice of Firestone, 8.9; Metropolitan Opera, 8.6; Hour of Charm, 7.9; Pleasure Time, 7.9; American Album of Familiar Music, 7.7; Hit Parade, 7.5; Andre Kostelanetz, 6.5; Telephone Hour, 5.9.

Variety Program—Breakfast Club, 40.1; Kraft Music Hall, 14.3; Chase & Sanborn, 8.4; Bob Hope, 7.3; Fibber McGee & Molly, 5.8; Club Matinee, 5.4; Kate Smith, 5.4; Rudy Vallee, 4.9; Maxwell House, 4.5; Fred Allen, 3.9.

Dance Orchestra—Wayne King, 25.0; Guy Lombardo, 19.0; Kay Kyser, 18.5; Horace Heidt, 11.2; Glenn Miller, 7.6; Fred Waring, 4.4; Tommy Dorsey, 4.4; Sammy Kaye, 3.3; Abe Lyman, 3.2; Orrin Tucker, 3.0.

Audience Participation—Kay Kyser, 37.1; Dr. I. Q., 16.1; Truth or Consequences, 15.5; Take It Or Leave It, 11.2; Vox Pop, 6.2; We, the People, 3.4; Breakfast Club, 3.0; Horace Heidt, 2.9; Town Meeting of the Air, 2.6; Professor Quiz, 2.0.

Quiz Program—Information Please, 38.7; Quiz Kids, 15.0; Dr. I. Q., 12.8; Take It or Leave It, 9.8; Kay Kyser, 7.1; Battle of Sexes, 4.8; Truth or Consequences, 4.4; Vox Pop, 2.8; Professor Quiz, 2.6; Uncle Jim's Question Bee, 2.0.

Serial Dramatic Program—One Man's Family, 31.3; Those We Love, 20.5; I Love a Mystery, 8.1; Bachelor's Child, 7.4; Big Sister, 6.7; Vic & Sade, 6.3; Aldrich Family, 5.1; Guiding Light, 5.0; Life Can Be Beautiful, 4.8; Road of Life, 4.8.

Educational Program—Information Please, 25.9; American School of the Air, 14.5; University of Chicago Round Table, 12.4; Cavalcade of America, 11.1; Music Appreciation Hour, 9.6; American Town Meeting of the Air, 7.5; Farm & Home Hour, 7.0; Quiz Kids, 5.8; World Is Yours, 3.3; People's Platform, 2.9.

Children's Program—Quiz Kids, 22.2; Let's Pretend, 19.0; Lone Ranger, 15.9; Coast to Coast on a Bus, 12.8; Bud Barton, 7.0; Tom Mix, 5.1; Our Barn, 5.1; Jack Armstrong, 4.7; Little Orphan Annie, 3.9; March of Games, 3.7.

Favorite Program—Breakfast Club, 46.9; One Man's Family, 7.8; Ford Sunday Evening Hour, 7.7; Lux Radio Theatre, 6.6; Kraft Music Hall, 5.8; Jello (Jack Benny), 5.8; Those We Love, 5.4; Metropolitan Opera, 5.4; Fibber McGee & Molly, 4.4; Bob Hope, 4.2.

RICHFIELD EXTENDS ITS AIR CAMPAIGN

RICHFIELD OIL Corp of New York will accelerate its 1941 advertising and promotional campaign this month according to B. N. Polak, Richfield advertising and sales promotion manager.

Campaign, he stated, will center around Arthur Hale's *Confidentially Yours* whose broadcasts under Richfield sponsorship have been increased to three nights weekly over 30 MBS stations. Schedule will continue without interruption through the winter and fall months. Intense public interest in world news plus the success of the program in bringing listeners to Richfield stations for the 3,000,000 copies of the Richfield world news map have motivated the decision to make radio the spearhead of its promotional program.

Further promotional efforts on the part of Richfield dealers will be stressed during 1941, Mr. Polak said, with distribution of material selected for its timeliness. Campaign was put into effect coincident with the annual conventions of Richfield distributors held at key points throughout Richfield sales territories. Meetings were highlighted by Arthur Hale who addressed the gatherings about his *Confidentially Yours* programs. Distributor meetings will be held following the regional gatherings.

Hixson-O'Donnell Adv., New York, handles the Richfield account.

Pre-Game Series

COMMUNITY OPTICIANS, Boston, is sponsoring 104 pre-game fan interviews preceding home game baseball broadcasts on WAAB, Boston; WLLH, Lowell; WSAR, Fall River; WFEA, Manchester, N. H. The series is titled *Baseball Fans Interviews With Jerry O'Leary*. Agency is Commonwealth Adv. Agency, Boston.

"DROP ME OFF AT THE NEXT FARM, LEM!"

None of this piddling 20-acre stuff for farmers out here in the Red River Valley! Our farms are big—and they produce prize crops which enable our well-to-do hayseeds to account for 46% of all retail sales in the combined states of North Dakota, South Dakota and Minnesota (excluding the counties containing St. Paul and Minneapolis)!

One station, WDAY, completely covers this prosperous, free-spending Valley territory—delivers a million-and-more listeners at practically give-away rates! Why not look us up, now?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 K. C. . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

Program Arranged For Ohio Meeting

Annual Institute to Consider Radio Education Problems

TWELFTH ANNUAL Institute for Education by radio, sponsored by Ohio State U will take place at the Deshler-Wallick Hotel, Columbus, May 4-7, providing a yearly meeting for joint discussion by broadcasters, educators and civic leaders on the problems of educational broadcasting. The agenda is devoted chiefly to considerations of the techniques of education by radio. The program for each annual meeting is developed from the suggestions and recommendations of those attending the Institute in previous years.

Committee for the 1941 program consists of three Institute officers in addition to the following members of Columbus stations: R. C. Higgy director, and Friel Heimlich, program supervisor of WOSU; George Beebout, program director of WHKC; Ed Bronson, program director, WCOL, and Irwin A. Johnson, director of developmental programs, WBNS.

Highlights of the four-day session include:

MAY 4

Dinner for educational directors of stations affiliated with CBS; Sterling Fisher, CBS director of Radio Talks & Education, chairman.

Dinner for educational and public service directors of stations affiliated with NBC; James R. Angell, educational counselor, chairman.

MAY 5

Radio in the present emergency—discussion conducted in town meeting fashion; George V. Denny Jr., president of the Town Hall Inc., moderator.

Announcement of awards for the fifth American Exhibition of Recordings of Educational Radio Programs.

Meeting of work-study groups for agricultural broadcasts, broadcasting by national organizations, educational broadcasting for adults; children's programs; religious education on the air; recordings for school use; research in educational broadcasting and school broadcasting.

MAY 6

Demonstration and discussion of documentary radio programs; Philip H. Cohen, chief, Radio Research Project, Library of Congress, presiding.

Radio and cultural relations with the Americas; W. S. Hendrix, professor of Romance Languages, Ohio State U, presiding.

Annual Institute Dinner.

Round table discussions on various radio problems.

MAY 7

Radio in war time; Shannon Allen, U. S. Dept. of Interior, presiding.

Demonstration of a production by a local station; Walter G. Preston Jr., manager, public service division, NBC.

Pierce's Extension

PIERCE'S MEDICINES Inc., Buffalo (Golden Medical Discovery), has extended for two weeks its schedule of 6 to 10 weekly transcribed announcements on the following stations: WOKO WGR WHAM WFBL WCAU WHP WGBI WBAL WTAR WDBJ WRVA WXYZ WJR CKLW WOOD WJJD WIND WLS WDZ WISN WKBN WGAR WWVA WHK WLW WCHS WSM WSB KXOK KFRU WHB KWTO WIBW KMOX KRNT WMT WNAX WCAE WMMN. Agency is H. W. Kastor & Sons, Chicago.

The most pampered audience you'd ever expect to meet...

We buy its clothes... snaffle its sniffles... round up its mules... oversee its children

We don't believe there's another audience quite like WBT's. Its extraordinary loyalty to WBT (known to everyone in radio) hasn't just happened. It's been well-earned, and is still earned by the sweat of many collective brows.

No headline-seeking publicity department dreams up the services we render. There's little or no need to devise ways and means to keep WBT listeners happy. *Simply by standing by our firm policy that no listener request is too small to be ignored or a listener problem too slight to be overlooked, we stay plenty busy.*

We find their lost mules and name their children. They send us sample swatches, we buy their clothes. We even help guard their school children from colds... snaffling juvenile sniffles in the bud. We are nursemaid, adviser and friend. These and many more.

What WBT... pioneer station of the South... has gained by catering to so many whims of its audience for 20 years is very apparent to WBT clients. WBT listeners have always been more than ordinarily responsive to sales messages... because they like and are loyal to WBT.

That's why WBT broadcast advertisers are so successful in selling the Carolinas.

WBT 50,000 WATTS • CHARLOTTE

"THE STATION AN AUDIENCE BUILT"

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis • Los Angeles • San Francisco

We said it in an advertisement last fall →

and

A lot of people we know, still won't listen to this program

And it's still because they're advertising men—people who don't get much kick out of any daytime feminine program. But they're buying KGO's Home Forum. Here's why!

It's a very different story with your customers — the homemakers of San Francisco. They'll tell you that KGO's Home Forum, and the useful household and menu tips from its Mistress of Ceremonies, Ann Holden, are both pretty swell. (We've got letters galore to prove it.)

And in a recent test, the KGO Home Forum gave the advertiser *the lowest cost per inquiry* of the five participation programs tried!

Details on request

Total cost per program as low as **$18**

KGO *Represented Nationally by NBC Spot Sales Offices: New York, Chicago, San Francisco, Boston, Denver, Cleveland, Washington, Hollywood.*

Merchandising & Promotion

Contra-Dextrous—Flocks of Secrets—Bucolic Fete—Year in Miami—Arkansas Introduction

LATEST EXPLOITATION stunt of NBC Central Division press department is the International Assn. for the Protection of the Rights of Left-Handers. IAPRL is headed by Henry Hunter, NBC actor who plays leading roles in *Wings of Destiny, Girl Alone, Midstream* and Forest Rangers sketch on *Farm & Home Hour*.

Other officers of the club include Rudy Vallee; Joe Sanders; NBC Musical Director Roy Shield; William E. Drips, NBC agricultural director; William Ray, NBC Central Division press manager; Judge Graber of Criminal Court in Chicago.

A banquet was held in "Portside" room of Chicago's Sherman Hotel, April 16. WENR, Chicago, carried an account of the affair. Speeches demanding equal rights for southpaws in matter of dinner service, telephones, gearshifts on cars, and such, and a constitution were adopted.

* * *

Books and Clubs

GLOBE BOTTLING Co., Los Angeles (Wilshire Club beverages), periodic user of radio, on April 14 starts testing the quarter-hour five-weekly transcribed adventure series, *Captain Danger*, on KHJ, Hollywood. If successful, stations in Bakersfield, Monterey, Santa Barbara and San Bernardino will also be used, tieing in with local distributors. Written and produced by Bennett-Downie Associates, Beverly Hills, Cal., the series has proof-of-purchase merchandising plan, directed to children. It includes a Mystic Patrol Club, and loose-leaf *Book of a Thousand Secrets*, with a page being added weekly. Banner streamers on Globe Bottling delivery trucks, window and store displays and newsaper advertisements are included. For a week in advance, daily spot announcements were made on KHJ to announce start of the series. McElroy Adv. Agency, Los Angeles, has the account.

* * *

Community Tieups

EFFECTIVE May 3, WLS, Chicago, will resume its series of "Salute" broadcasts to communities in its coverage. The series was started last year and proved highly successful with over 107,000 people attending nine broadcasts originating in nine different counties. The half-hour remote programs will be a part of the *WLS National Barn Dance* with the first broadcast originating in Rock Island, Ill. The program will serve as a climax to Rock Island's Centennial Celebration during the week of April 28.

* * *

Booma Book

WITH the engaging title "How to Play the Booma, or Sock Dancing Taught Free", a booklet sent out by WOR, New York, contains a list of the 207 advertisers who used that station during 1940, in addition to the articles named in the title. Booklet was prepared by Joseph Creamer, promotion director of WOR.

"Showcase Meeting"

SO THEY could get first-hand information on what is being done to merchandise and promote the weekly *Hollywood Showcase*, sponsored by Richard Hudnut (cosmetics), on 6 CBS Pacific Coast stations, more than 600 employes of Sontag Drug Co., Los Angeles (chain stores) attended a dealers' rally at the network's Hollywood studios on April 15, following the broadcast. Sherman Pruitt, Pacific Coast sales manager of Richard Hundnut Inc., outlined the sales campaign, with George Moskovics, CBS Pacific network sales promotion manager, revealing cooperating plans of his organization. There were also brief talks by Alvin F. Jacobson, vice-president of Sontag Drug Co., and Mary Astor, m.c. of the program.

* * *

Rural Shindig

ORIGINATING from Long Beach (Cal.) Auditorium a new weekly 60-minute variety show titled *Sea-Side, Shindig & Barn Dance*, has been started on 31 Pacific Coast Don Lee network stations. Produced by Roy Rogers Inc., Hollywood program builders and directed to semi-rural population, cast includes Jim (Texas) Lewis and the Miller Ranch Gang; Cipher, the Drug Store Cowboy; Oscar and Elmer; Stafford Sisters; Range Singers Quartette; Grandpappy Doolittle; Senator Fishface and guest film talent. Peter Potter is m.c. with Stu Wilson, producer.

* * *

Miami Report

AS A SORT of "annual report" to its constituency, WQAM, Miami, has issued a booklet titled *WQAM: Record of Its Service to the Community for the Year 1940*. The inside cover of the booklet, the seventh to be issued, is devoted to a letter from CBS President Paley felicitating Fred Borton, president, on the high standards maintained by the station. In outline form, all of the public service activities of WQAM during the year are presented.

* * *

Getting Acquainted

FACE-TO-FACE meeting of the public and KOTN's talent and sponsors was arranged in a four-day fete staged in Pine Bluff's largest auditorium. Booth space was sold to business firms. Lectures, demonstrations and shows were staged, along with fashion display and jitterbug contest. Public was pleased, judging by letters, says General Manager Jack Parrish.

* * *

Twin City Swap

ADVERTISERS using WCCO, Minneapolis, are receiving reprints of a recent WCCO ad appearing in the *Minneapolis Star-Journal* and the *St. Paul Dispatch Pioneer-Press*. The newspapers are promoting their features and building their circulations through regular programs on WCCO, and WCCO uses daily institutional space in these papers.

GLOWING with satisfaction is this group as they hold post mortem following the initial broadcast of the weekly half-hour *Hollywood Showcase*, which started April 1 under sponsorship of Richard Hudnut (cosmetics), on 8 CBS Pacific Coast stations. They are (l to r), Russ Johnston, CBS Pacific network program director, producer; Tom Revere, New York vice-president and radio director of Benton & Bowles; Mary Astor, film actress and m.c.; Mann Holiner, Hollywood production manager of the agency.

Employes' Rally

TO STIMULATE interest and explain purpose of the weekly *Spelling Beeliner*, sponsored by Seaside Oil Co., Santa Barbara, Cal., on 6 CBS Pacific Coast stations, a Southern California employes' rally was staged in the network's Hollywood studios April 13 following the initial broadcast. In addition to pep talks by F. E. McClaren and G. B. Tucker, general sales and advertising managers respectively of Seaside, George L. Moskovics, CBS Pacific Coast sales promotion manager, outlined what is being done by the network to promote the program. Other speakers included W. W. Mann, executive of The McCarty Co., Los Angeles agency.

* * *

Peps' Co-Pilots

CO-PILOT CARDS are sent to listeners sending in telegrams and letters for record requests on the all night *Dawn Patrol* sponsored by Pep Boys, auto accessories chain stores, on WIP, Philadelphia. Mort Lawrence, who handles the all-record show, is billed as the "Pilot" and the invitation to become a "Co-Pilot" brings the certificate in a specially bound wallet with the compliments of the sponsor.

* * *

Tags for Staff

WJSV, Washington, through its sales promotion manager, John Heiney, is distributing small metal plates bearing the station's call letters to staff members. Plates are to be affixed to the license plates of employes' cars.

BROCHURES

WJRD, Tuscaloosa, Ala.—Brown on buff four-page booklet of the station's market area.

KNX, Los Angeles—Two-color folder on the ABCDE of KNX, audience, business, coverage, dealers and economy.

CBS—Yellow folder "August is bigger than Illinois . . ." with map of that State superimposed on cartoon drawings of August amusements covered by radio.

NBC-Blue—Four page booklet describing coverage-costs.

A Limited Offer to Radio Stations Everywhere!

Presenting Collins Driggs at the Hammond Novachord is like presenting Spalding on the violin . . . Iturbi at the concert grand . . . or Goodman on the swing clarinet. Driggs was waiting in the next room when the Novachord was *born* in 1939 . . . has stayed with it ever since . . . and when it comes to *playing* this fascinating, wonderfully versatile instrument—he's the Old Master!

That's why we think you station owners and managers will be eager to add the new 1941 Hammond Novachord Record to your transcription library. There's a full half hour of delightful music on its two sides—eight favorite selections played as only Collins Driggs at the Novachord *can* play them. The music is all Public Domain—you may use it on any broadcast, any time you wish.

This sample of the Novachord is prepared to show you the many, many ways you can use this amazing instrument in your studios. It is a brilliant demonstration of what can be done with the Novachord's thrilling array of instrumental effects: as of piano, flute, violin, English horn, trombone, Hawaiian guitar, trumpet, saxophone, and many more—all yours at the piano-like keyboard of the Novachord.

This transcription disc is FREE to all station owners and managers—yours to use as you choose with no obligation whatsoever. Many already have been sent out. For yours, just send your name . . . your position . . . and your station call letters to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

New Paid Air Campaign Is Started by Dominion To Promote Bond Sale

CANADIAN broadcasters start another paid government financial drive on April 21 as part of campaign to keep interest in the War Savings Stamps and Certificates drive for $120,000,000, and also as part of the drive for the Third War Loan to start sometime in June for about $750,000,000.

Fifty-one Canadian stations will take part in this latest network campaign which continues the campaign of February for the War Savings drive. Present plans call for 45 quarter-hour morning shows, *Our Family*, on 41 English and 10 French stations, to run Monday through Friday until June 20; and nine one-hour all-star variety shows, April 25 to June 20, Fridays, 9-10 p.m. (EDST), on the same 51 network stations. As the Government's war loan campaign gets under way, these two shows will be supplemented on these and other stations with transcribed announcements.

A committee of Canadian broadcasters, including officials of the Canadian Broadcasting Corp. and private stations, along with a committee of advertising agency executives, planned the present campaign as they did that held in February. Department of Finance officials have participated. The committee includes: Adam Smith, R. C. Smith & Son, Toronto, chairman; A. M. Cairns, A. McKim Ltd., Toronto; H. A. Telfer, E. W. Reynolds Co., Toronto; M. Rosenfeld, MacLaren Adv. Co., Toronto; E. A. Weir, CBC commercial manager, Toronto; Harry Sedgwick, CFRB, Toronto; Guy F. Herbert, All-Canada Radio Facilities Ltd., Toronto; A. E. Evans, secretary, Canadian Assn. of Broadcasters, Toronto.

Catalina Campaign

WILMINGTON TRANSPORTATION Co., Wilmington, Cal., seasonal users of network radio time, to publicize Catalina Island as a summer resort, on May 12 starts for 12 weeks sponsoring a five-weekly quarter-hour audience participation program, *Catalina Fun Quiz* on 6 CBS West Coast stations (KNX KARM KSFO KROY KTUC KOY), Mon. thru Fri., 12 noon-12:15 p.m. (PST). Program, to be conducted by Gary Breckner, will continue at the same time for an additional 29 days on KNX, Hollywood, only effective Aug. 1. Firm, in addition, will also use spot announcements on various Pacific Coast stations. Agency is Arthur Meyerhoff & Co., Los Angeles.

WWVA 50 kw. Plant

SALE of a 50,000-watt transmitter to WWVA, Wheeling, which becomes the new NBC Blue network outlet in the Wheeling-Pittsburgh area, was announced April 16 by RCA. WSBT, South Bend, Ind., has bought an FM transmitter of 10,000 watts output. KBUR, Burlington, Ia., has purchased a 250-watt transmitter from RCA.

KAND, Corsicana, Tex., on April 15 was authorized by the FCC to increase its power from 100 to 250 watts fulltime, on 1340 kc.

Extensive Use of Free Radio Is Planned In Federal Drive to Sell Defense Bonds

WIDE use of radio has been planned in connection with the coming drive for the sale of defense saving bonds and stamps to start May 1, according to Vincent F. Callahan, radio head, Defense Saving Staff, a separate organization created by the Treasury for the drive. No funds are available for sponsored broadcasts.

Plans call for a coordinated use of both network and local time, with transcriptions, live announcements and studio programs.

Foreign language outlets will play an important part, in addition to free plugs on commercial shows in cooperation with sponsors.

Full cooperation of all stations is already apparent. Over 550 answers have been received to a letter sent out by Secretary of Treasury Morgenthau on March 20 [BROADCASTING, March 24] calling for their cooperation. More than that, 60 stations have sent in specific suggestions which are being considered and worked out by the DSS.

No Time Requests

It is the policy of DSS to work out all plans with stations and networks. Each will make suggestions and come to agreement. Stations will arrange their own time schedules. The DSS will make no requests for specific time, Mr. Callahan pointed out.

Keynote address will be made by Harold Graves, Assistant Secretary of Treasury, in charge of the DSS, on May 5, over the *National Radio Forum*, on NBC-Blue. Plans are in the making to have the President, Secretary of Treasury and the Postmaster General speak the night before the opening of the campaign. These plans, however, were still nebulous as BROADCASTING went to press.

On Monday, April 28, local stations will announce the coming drive to start May 1. After that date, these locals will tell listeners details of the drive, using live announcements from material sent out from DSS headquarters. They will continue through May. At the same time five-minute transcribed scripts have been prepared for broadcast by mayors of all communities, for April 30. Next day the drive will open with a 15-minute interview with the local postmaster by a local announcer.

Special transcriptions will be featured for May on the locals. Six five-minute interviews with a cross-section of the American people have been transcribed and will be used twice weekly on the second, third and fourth weeks of the month. For June 30, one-minute transcriptions of interviews with movie stars will be featured.

Foreign languages will be used extensively during the drive. Already 182 stations have agreed to broadcast in 22 different languages during May. These, for the most part, will be transcriptions. Final plans were completed at a meeting April 16 of foreign language announcers, under the direction of Irvin Sulds, at WHOM, New York. In addition, 10 Hollywood stars who speak a foreign language as well as writers and other celebrities have volunteered their services.

Network Plans

Special material has been prepared for farm programs, especially those going on the air early in the morning.

Network plans call for a two-week campaign, the week before May 1, and the week following. These will be variety and special events programs with a minimum of speeches. Mr. Callahan emphasized that speeches will be confined to keynote addresses at the beginning of the drive, or special programs. Close cooperation will mark the use of networks. Ideas will be submitted by DSS with requests for criticism and together final plans will be worked out. As with the locals, the time will be left up to the networks.

Special requests have been made of commercial sponsors to tie-in campaign material. No straight announcements will be asked. Ad Hat Co. has been one of the fi to volunteer, agreeing to make announcements on its fight broadc April 25 at 10 p.m. *Quiz K* will also feature special tie-ins its April 30 broadcast. Quiz pr grams generally, will play an i portant part in sounding out pu lic reactions, said Mr. Callaha by placing before the people, que tions on stamps, bonds, and t entire set-up.

Many special event broadcas are in process of formation: May 1, Secretary of Agricultu Claude Wickard will speak on t *Farm & Home Hour*, and on t same day CBS will make a pick from Portland, Me., interviewi five or six people from the to of Meddybemps, Me., which su scribed to the drive 100%. The are 100 people in the town.

As plans for the campaign ta shape, the DSS personnel is bei completed. Charles Gilchrest Chicago on April 15 was nam to assist Mr. Callahan. Prior his entrance into Government, M Gilchrest was a reporter for t *Chicago Daily News* for 13 year during the last 10 of which he w the *News'* radio editor, columni and critic. Later he served NBC's director of news and sp cial events in New England, aft which he was general manag of Radio Feature Service, a pu licity and public relations organiz tion. Irvin Sulds, of Stamfor Conn., has been appointed to hand foreign language and farm acti ities of the radio division. A form newsman, he has been with U AP and INS in New Englan He came to Washington in 19 as a correspondent for vario Connecticut papers and subs quently handled the foreign la guage radio production and tra scription series for the Departme of Justice's alien registration ca paign. Frank King, who has be with the Treasury for the last t years, seven of them in the div sion of public relations, has be transferred to DSS.

HOME FOR THE DAYS
WDGY Announcer and Wife in Housing Project

PROMOTING regional interest in small home building, W. G. Iverson Co., Minnesota home building contractors, is presenting a daily dramatic serial on WDGY, Minneapolis. Program, titled *Dick & Dorothy Build a Home*, draws a real life parallel with the casting of Dick Day, WDGY announcer, and his wife, Dorothy, in the leading role.

The venture is sponsored commercially by the realtor, heating equipment manufacturer, plastering contractor, millwork company and several other enterprises that are participating in the actual construction of a WDGY model home. Upon completion in June the Days with their four-month-old son will move into the model hme.

Format of the broadcasts are the experiences of the Days, here examining a model project, in homebuilding with interviews with FHA personnel, contractors, manufacturers' representatives, etc. as highlights of the scripts.

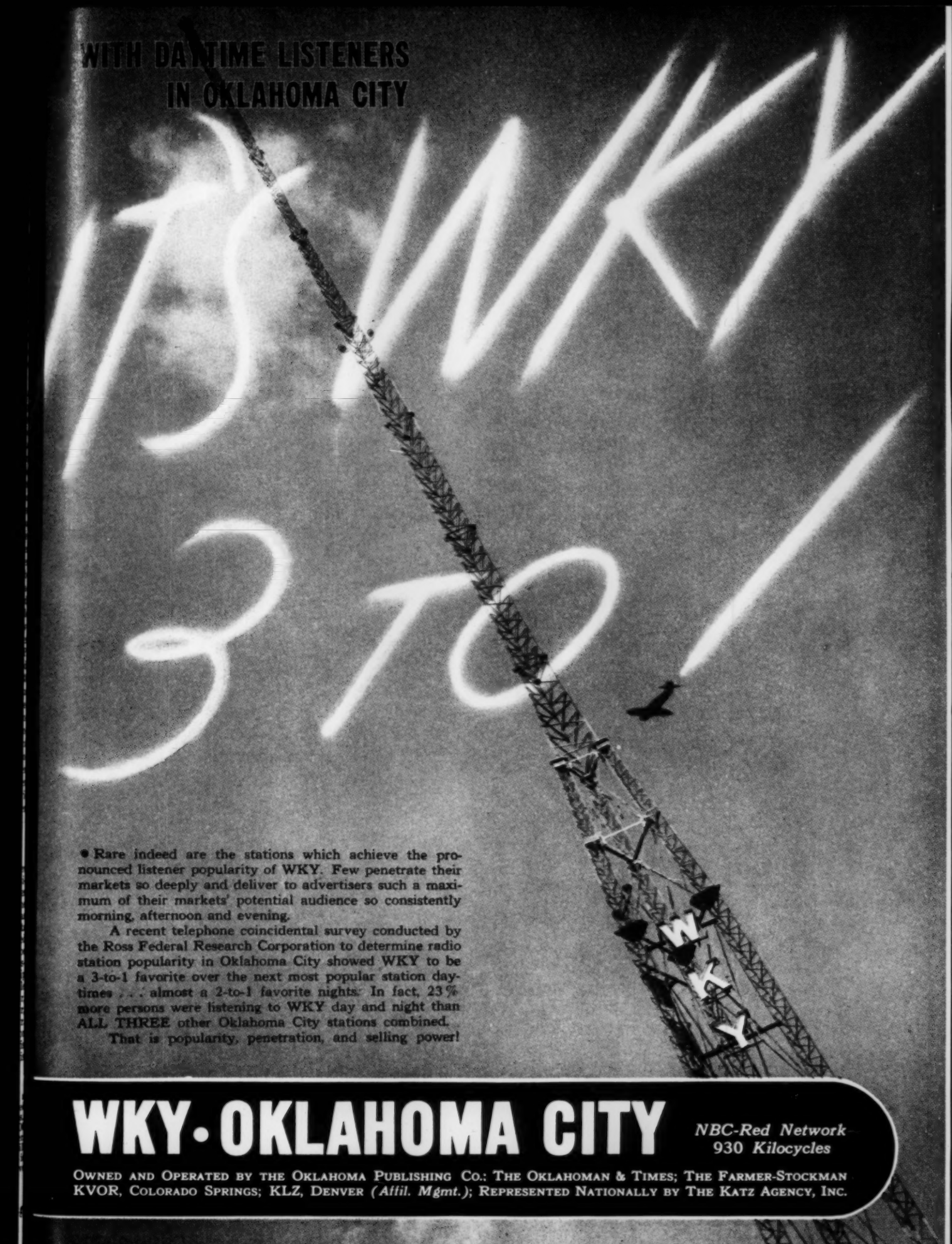
Currently a contest for a name for the WDGY model home is being conducted with an engagement ring as prize. During the recent Northwest Builders show, Dick and Dorothy broadcast several shows from the exhibition floor.

Created by Trendle

CREATOR of the *Lone Rang* series is George W. Trendle, pres dent of WXYZ, and not Jam Jewell, as incorrectly stated in t April 14 BROADCASTING. Jewell h not been with the WXYZ interes for some years. The error appear in a story listing stations to b used by General Mills when it a sumes *Lone Ranger* sponsorshi May 5. In an adjoining artic about the death of Earle Gras who acted the role of Lone Rang it was correctly stated that M Trendle was originator and creato and that Charles Livingstone producer and Fran Striker writer of the program.

RCA transmitter equipment and Wincharger tower have been ordere for the new WIGM, Medford, Wi authorized last November for 10 watts on 1500 kc. George F. Meye owner, reports that construction wi begin as soon as 250-watt power authorized and that he hopes to ha the station on the air by July 15.

XUM



● Rare indeed are the stations which achieve the pronounced listener popularity of WKY. Few penetrate their markets so deeply and deliver to advertisers such a maximum of their markets' potential audience so consistently morning, afternoon and evening.

A recent telephone coincidental survey conducted by the Ross Federal Research Corporation to determine radio station popularity in Oklahoma City showed WKY to be a 3-to-1 favorite over the next most popular station daytimes . . . almost a 2-to-1 favorite nights. In fact, 23% more persons were listening to WKY day and night than ALL THREE other Oklahoma City stations combined.

That is popularity, penetration, and selling power!

WKY·OKLAHOMA CITY

NBC-Red Network
930 *Kilocycles*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES; THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS; KLZ, DENVER *(Affil. Mgmt.)*; REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

XUM

nkeyb

Maybe i do-o
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KXOK so pene
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profits i cent
for you.

NBC BASIC BLUE STATION • ST. LOUIS, MO.

AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, CHGO,

XUM

ybusiness here

be it do-over on their income tax . . . maybe they're signing up for the t. Wver it is, we can tell by their expressions that it's serious business. n Mvertiser selects a sales medium, that's serious business too, but he hficulty choosing in the rich Mid-Mississippi Valley Market. Here, X spenetrates four states and receives mail from seventeen. KXOK, in imarea alone, reaches more than 3,500,000 people, people who spend tha6,000,000 per year. If you are after greater sales and bigger s incenter of America . . . learn what KXOK's sales enthusiasm can do u.

KXOK

0630 KC. 5000 WATTS DAY AND NIGHT

CHGO, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

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Published Weekly by
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PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
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'Enriched Bread'

"ENRICHED BREAD" makes its bow as a child of the war emergency. In this issue Wallace Werble, editor of *Food-Drug-Cosmetic Reports*, tells about "the biggest promotion story in the history of the food industry." He regards it as a natural for radio advertising.

Vitamin and mineral fortification of foods is not new, Mr. Werble points out. But the story of enriched bread and flour is. Its inspiration comes from the British war experience. From an advertising standpoint, says the food expert, it has everything, and reads like the answer to a copywriter's prayer. We think Mr. Werble's article merits close reading by every man identified with radio sales.

Fourth Arm of Defense

ONE OF THE curious anomalies of broadcasting always has been that it is about the most hazardous yet the most fascinating of business operations. Never was that better exemplified than under current conditions.

The broadcaster, the agency middleman and the advertiser, buried in their budgets and balance sheets, are pretty well satisfied that business is booming. But when they cast a glance at the headlines or tune in a news broadcast they find little that is comforting.

There are many imponderables in the present outlook. Priorities, taxes, the draft drain on personnel, and the alarming regulatory prospects—all make for a confused outlook for future operations.

One thing, however, appears certain. There will always be an American broadcasting system. The complexion may be changed somewhat by virtue of national defense requirements, but the basic plan of commercial operation does not appear slated for any fundamental revamping.

An NAB convention is coming up in St. Louis May 12-15. Advance reservations indicate a record-breaking attendance, with possibly 900 industry people representing substantially more than half of the stations. They want to know about copyright, of course. They are interested in merchandising, the daylight-saving time issue, rates, rebates and other purely business operations.

But their primary concern is the war's effect upon radio. Maj. Gen. Robert C. Richardson Jr. tentatively is slated as a speaker. He heads public relations for the Army. In time of war emergency the Army is charged with control of internal communications, which embraces broadcasting. More than any other individual in public life he can project for a hungry broadcasting industry the niche it is expected to occupy in the war economy.

We hope such key figures in the national scene as Lowell Mellett, the President's No. 1 public relations advisor, and Chairman James Lawrence Fly, as the head of the Defense Communications Board can appear before the convention to impart their views on radio in the national defense picture. What is needed now is clarification of that vital consideration.

The tentative program for the convention provides for other discussions of radio's role and outlook in the emergency. Willard Chevalier, publisher of *Business Week*, will discuss advertising's place in the war picture. The sales managers will have strategy to work out on institutional and prestige advertising by companies which, because of war contracts, have little to merchandise directly during the peak demand for national defense purposes.

The 1941 NAB convention is destined to open a new era for radio. There was no broadcasting industry during World War I. In World War II, broadcasting even in Europe has been called the Fourth Arm of Defense.

Free and Freely

THE GOVERNMENT of Brazil, to foster good neighborliness and to sell its coffee crop, buys time on an American network. The Government of Ontario, to promote summer tourist travel, buys time on another. The Government of Canada buys time on the CBC network, linking both Government-owned and private stations, to sell War Savings Stamps.

On the other hand, the U. S. Army and Navy seek recruits. The Civil Service Commission needs certain specialists. The Treasury is about to launch a war bond drive. All want radio time, and all get it—free and freely, from networks and from individual stations. It's part of the national defense effort; the profit motive isn't there.

All this is well and good, and radio isn't kicking—indeed, is cooperating wholeheartedly, as the Government agencies, notably the Treasury Dept. at the moment, will attest. But radio doesn't want to be played for a sucker either in the event Uncle Sam sets up promotional budgets that might mean buying newspaper and magazine space. We don't say such budgets should be set up, but if they are there is no reason why radio should not be included, as it was in Canada.

Guestitorial

PROGRAMS FROM ARMY CAMPS

By LEE CHADWICK
Manager, WPID, Petersburg, Va.

WHEN we received word last summer that Camp Lee of World War days was to be rebuilt and opened as a national defense training center for 24,000 men we joined with the elated merchants in the thought of increased business and a boom in Petersburg. The entrance to the camp is only a couple of miles from the downtown business district, and conveniently for us, about the same distance from our transmitter.

We found that recreational officers were delighted at the prospect of broadcasts from the camp recreation halls, since it would provide entertainment and lighten their own burden of planning recreation for 24,000 men. Recreational officers were constantly shifted and it took many hours of contact work by Program Director Ben Miller to line things up for the first program and then to plan a regular schedule.

Broadcast circuits created a somewhat complicated problem, since there were 23 buildings. At first it seemed that the Army Signal Corps might be responsible for installation of circuits, at our expense of course, but it later developed that the local telephone company, a Bell subsidiary, furnished the loops on our usual payment basis.

We felt one person could be much more successful in coordinating camp radio activities and hired Jack Lowe, who was working as an assistant production man on several network programs. Lowe spends his afternoons at Camp Lee making arrangements for each broadcast, gathering and rehearsing talent, as well as producing and announcing the programs.

With the cooperation of several of our regular advertisers, we cleared from 7:30 to 8 o'clock every weekday evening for Camp Lee programs. On March 12 we started a regular series of Wednesday evening religious services conducted by the 24 chaplains stationed there. On March 13 we got under way with a quiz show, *Call to Quarters*, which opens with that call by an Army bugler and during which we give away a number of new silver quarters. March 25 saw the inauguration of a debate series for Tuesday evenings, and the Friday spot is filled by a *Camp Lee Song Party* which began March 28.

Monday and Saturday variety programs use talent at the camp, Monday night for white and Saturday nights for negro talent.

Two or more evenings each week we take some of our station talent to the camp for an informal entertainment following the broadcasts.

Though we are just getting underway, we play to near capacity crowds and each program seems to draw a larger audience. Each building seats about 400 and we are making arrangements for a booster amplifier for use outside the halls.

The logical question now is how much does it cost us and what do we get out of it.

We estimated that with an extra salary, lines, hours consumed by engineers, transportation (150 man trips per month), prizes and miscellaneous expenses, a monthly expenditure of about $340 would be required.

Being a local station without regular network affiliation although we do carry some network programs, we were able to build up the intensive schedule, but it gives us an opportunity to offer live programs every night which are comparable to network performances. And,

(*Continued on page 31*)

We Pay Our Respects To —

HENRY WILLIAM SLAVICK

HENRY WILLIAM SLAVICK seems to have worked his whole life with one ideal in mind: Whatever he was doing, there was always a better job after the present one was well done. From his boyhood Henry Slavick has always had his eye on the next promotion. His life has been a series of better jobs in his work of radio broadcasting.

Born in St. Louis Sept. 21, 1902, Mr. Slavick attended the public schools where most of his vents were to mechanical engineering. At 17, he became interested in radio, and in the Merchant Marine Service got his apprenticeship in installation of radio transmitting apparatus on Mississippi transports. He was in the service from 1919 to 1921, when he enlisted in the Army to learn more about radio engineering. Within a year "Hank" Slavick was a first class sergeant.

With this promotion he was placed in charge of the radio and telephone section of the communication school of Vancouver Barracks, Washington. Here he got his first experience in general radio broadcasting. The small 10-watt broadcasting station he operated was the second station on the West Coast to broadcast regular programs. This experience is a source of many stories known to the broadcasting fraternity. The station was heard on innumerable frequencies at strange times.

In 1924 Hank "went South" to join the Government Barge Line as a dispatcher at WPI, a 5 kw. spark outlet in Memphis. This station was the key control for Government boats plying the Mississippi between New Orleans and St. Louis. A year later he joined the *Memphis Commercial Appeal's* WMC as control operator.

By 1929, as chief engineer, he had shown such ability that he was placed in complete charge of erecting WMC's new transmitting plant, one of the first directional systems. In February, 1930, he was promoted to general manager.

Under his guidance, WMC gained fame in two of the nation's worst disasters. In the flood of 1927 and again in 1937, the entire personnel and facilities of WMC were placed at the disposal of qualified relief workers. WMC and two mobile units and a network of 17 amateur stations were working on 24-hour basis, keeping people informed on the progress of the relief work and movement of refugees. For his service in the 1927 flood, Herbert Hoover, then Secretary of Commerce, in a speech broadcast from WMC's studios gave him official recognition. Being honored for his work in the 1937 flood, he was appointed director of communications for the American Red Cross in the Memphis district.

As manager of WMC, Hank Slavick has never stopped building. In 1936 he designed and supervised the building of a second transmitting plant. With the cooperation of the construction company's engineers, he designed WMC's 611-foot vertical radiator. His latest achievement, in February this year, was the fulfillment of a dream he has long awaited—the building of the largest and most modern studios in the South. He designed and supervised the building of the new WMC studios in the Goodwyn Institute Bldg., in the heart of downtown Memphis. With the completion of the new home, Slavick conducted a dedication which caused no end of comment in the Mid-South—and during the "open house" week following the opening, more than 11,000 people visited WMC.

Mr. Slavick is active in civic affairs. He is the past president of the Lions Club, director of the Bartlett Civic Club, treasurer of Boy Scout Troop 83, chairman of publicity of the Chickasaw Council of Boy Scouts and director of Memphis Goodwill Industries. For recreation he likes swimming in his own pool at home, and plays baseball and table tennis with his two boys, William, 13, and Philip, 11. His daughter, Diane, 8, joins in the fun. Responsible for no small measure of Slavick's success is his wife, the former Leonore O'Hara, whom he married in St. Louis in 1925.

Personal NOTES

EMILY HOLT, national executive secretary of American Federation of Radio Artists, has her ankle in a cast as a result of injuries sustained in a traffic accident.

TED NICHOLAS, new to radio, has joined WIRE, Indianapolis, as local sales manager. Nicholas at one time conducted his own advertising agency in that city, was manager of Orrin Tucker's orchestra and Wee Bonnie Baker, and for seven years managed the Indianapolis Lyric theater.

CHARLES (Bud) BARRY, formerly night supervisor in NBC's Washington headquarters, on April 21 transfers to NBC in New York as assistant to William Hillpot, program manager of the Blue Network. Mr. Barry replaces Robert E. Button, who was drafted recently and reports for active duty this week.

W. R. McANDREW, news editor of BROADCASTING and former vice-president of the Radio Correspondents Assn., has been elected to honorary membership in that organziation. The only other person holding similar status is former Rep. J. J. Dempsey, of New Mexico, now a member of the Maritime Commission, who fostered enactment of legislation creating the radio galleries in Congress.

A. H. FLATEN, former commercial manager of WDAL, Duluth, has joined the sales staff of CBS Radio Sales in New York.

RALPH R. BRYAN, formerly of KQW, KGMB and KWLK, recently was named manager of KVCV, Redding, Cal.

LOREN L. WATSON JR. has resigned from WGAC, Augusta, and has joined the staff of the new WBML in Macon, in a sales and promotion capacity.

CAREY CRONON has replaced Bill Dukenshire as news editor of WELI, New Haven. Dukenshire left WELI to join the Eskimo Pie Corp. as district promotion manager in Brooklyn.

JOE AHEARN has replaced Henry Nigrelli, drafted, as public relations director of WPTF, Raleigh, N. C.

ART TOLCHIN of the sales staff of WHN, New York, on April 9 became the father of a baby girl.

DAVE BERK, former salesman of WDAS, Philadelphia, has opened his own private detective agency.

HORACE N. STOVIN, station representative, Toronto, has started on an extensive tour of stations in western Canada as far as Vancouver.

KEITH KERBY, assistant manager of KROW, Oakland, Cal., and Doris DeNel, radio singer, formerly of KGO-KPO and KSFO, were married recently in Reno.

GEORGE BRONSON, for the past seven years in newspaper work, has joined the sales staff of WELI, New Haven.

THEODORE CORDAY, director and stage manager of several outstanding Broadway plays, has joined the NBC production staff to work under Wilfred S. Roberts, NBC eastern production director. Mr. Corday was a former actor of Eva Le Gallienne's Civic Repertory Theatre.

GORDON LLOYD, formerly in the sales departments of WMCA, New York and WINS, New York, has joined the sales staff of WNEW, New York.

Dudley at War Dept.

H. A. DUDLEY, consumer sales manager of the William Wrigley Jr. Co., Chicago, has been granted leave of absence to fulfill an assignment in the Bureau of Public Relations of the War Department in Washington. He will assist Maj. Gen. Robert C. Richardson Jr., director of the Army's newly-enlarged bureau. Mr. Dudley is a graduate of Dartmouth and at one-time was administrative assistant for all advertising codes under the NRA.

Allen Heads WIBA

EDWIN C. ALLEN, head of the radio department of Reynolds-Fitzgerald, Chicago, national representative firm, and prior to that with Small & Brewer (now Small, Brewer & Kent), newspaper representative firm, on May 1 becomes manager of WIBA, Madison, Wis., replacing William Walker, resigned. A successor to Mr. Allen will be announced in the near future.

Guestitorial

(*Continued from page 30*)

of course, our listeners are vitally interested in what goes on at Camp Lee, and through these programs they may hear a different type of show almost every evening direct from the camp.

We were looking ahead when we chose the 7:30-8 period, for baseball games throughout the summer are broadcast over WPID beginning at 8:15. With concentration on livewire features, many locally produced, starting with the baseball scores at 5:45, we feel that our evening schedule is now unusually strong for a local station.

Obviously we have no intention of selling the religious service or the debate, but *Call to Quarters* after two weeks trial on a sustaining basis has been offered, with immediate interest on the part of several national accounts which hitherto have not used our station. After similar trial periods, we hope to offer the *Camp Lee Song Party* and the variety shows.

We are getting splendid cooperation from camp authorities. We were fortunate in securing General Edmonds, Commanding Officer of Camp Lee, to make a brief talk immediately preceding our first program, and all of the officers with whom we have had contact are generous in publicizing the shows, securing halls, and working with us in every way we request them.

BEHIND the MIKE

CARLTON WARREN, night studio manager of WOR, New York, has succeeded John S. Hayes, a draftee, as assistant director of program operation. Frank Knight, announcer, has become the night manager and Ira Avery, assistant program manager of WRVA, Richmond, has joined WOR as assistant production man and announcer.

DR. NICHOLAS GUALILLO, conductor of the Syracuse Symphony Orchestra and musical director of the Syracuse Opera Assn., has been appointed musical advisor of WSYR, Syracuse.

JACK COSTELLO, NBC announcer on the *Fitch Bandwagon* program, sponsored by F. W. Fitch Co., Des Moines, recently became the father of a second son, Timothy Kerry.

JOSEPH GOTTLIEB, production director of WCAU, Philadelphia, is the father of a baby girl.

JERRY STONE, publicity director of WDAS, Philadelphia, is writing a primer on studio operations, titled the *ABC of Broadcasting*, for use in the city's public and high schools.

LUCILLE HAGEN, of the NBC Central Division continuity department, on April 5 was married to Willard Bishop of Joliet, Ill.

WILLIAM McELVAIN, formerly news editor of WSOY, Decatur, Ill., on April 28 joins the special events and news department of NBC, Chicago. He will replace Ed Weber who has joined the U. S. Marine Corp. On April 19 McElvain will marry Marion Carr of Decatur.

KEN NILES, Hollywood announcer, has been assigned to the CBS *Take It or Leave It* program sponsored by Eversharp Inc., during its West Coast origination. He will continue to handle commercials on the weekly CBS *Big Town* series, sponsored by Lever Bros. Co.

EDDIE DAVIS, Hollywood writer, has been added to the J. Walter Thompson Co., production staff to write the Bud Abbott and Lou Costello comedy material for the weekly NBC *Chase & Sanborn Show*, sponsored by Standard Brands.

TONY LeFRANO, KHJ, Los Angeles, announcer, recently became the father of a boy.

ARTIE PHILLIPS, Hollywood freelance writer, has been added to the writing staff of the weekly CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co.

ARTHUR ROBINSON, of the music clearance department of WEEI, Boston, is to marry Marjorie Janes May 3.

ROBERT WEAR, formerly manager of the Rocky Mountain Bureau of UP at Denver and assistant UP manager in Dallas, has been named news editor of WBAP-KGKO, Fort Worth. Milton Atkinson, continuity writer of WBAP-KGKO, has been promoted to assistant publicist succeeding Thaine Eagle, recent draftee. Jean Fisher Campbell, from the public relations office of Neiman Marcus Department Store, has filled the continuity vacancy.

LOIS HAMPTON of KYA, San Francisco and Adrian Gendot, script writer of KFRC, San Francisco, have announced their engagement and plan a June wedding.

REED BROWNING, announcer of KGO-KPO, San Francisco and known in private life as Bill Livesay, is the father of a baby girl, Wendy Laurel, born April 6.

Meet the LADIES

KAY LYTLE RANNEY

JUST THE OTHER day, *Sister Kay* of WFMJ, Youngstown, was married to James Ranney, engineer of the station. But that didn't mean she would give up her highly popular radio program on WFMJ, during which she reads the funnies seven days weekly and talks about children's birthdays and birthday parties. The news that she would continue her *Sister Kay* programs was hailed with delight, especially by the children who are on her list to be guests in the studio while she reads the comics from the *Youngstown Vindicator*. Each little guest is introduced during the course of the program.

FAYE CASEY, of the WWL, New Orleans, commercial department, is to marry Edward J. Lucas, an Army engineer, May 6.

ELDON CAMPBELL, production manager and special events director of WOWO-WGL, Fort Wayne, Ind., on April 19 married Helen Jones of the continuity department.

DICK MARTIN, newscaster of KGNC, Amarillo, Tex., has joined the *Daily Oklahoman* as aviation editor. He will be succeeded by Jack Sitton of the *Amarillo Globe-News*. After a six-month absence, Dorothy Hooper Holbrook has rejoined the continuity staff of KGNC.

EDGAR C. DEFFENBAUGH, program director of WSOY, Decatur, Ill., on April 14 joined WJPF, Herrin, Ill., as production manager.

JACK RATHBURN has been promoted to program director of WJHP, Jacksonville, Fla., succeeding Speed Veal who joined the Navy Air Corp. Kenneth Housman, formerly at WHAI, Greenfield, Mass., and Bob McConnell, brother of 'Smilin' Ed McConnell, have joined the announcing staff.

IRVIN CUTLER, of New York, has joined the announcing staff of WEST, Easton, Pa.

GUY RUNNION, stage actor and recently program director of WKY, Oklahoma City, has joined the announcing staff of KMOX, St. Louis.

ELIZABETH WINSLOW has been appointed music librarian of KFRC, San Francisco, succeeding Jean Tavernetti, resigned.

JACK BENNETT, announcer, formerly of KPO-KGO, San Francisco, has joined the announcing staff of KGEI, General Electric shortwave station in San Francisco.

AUSTIN FENGER has been named farm reporter for the agricultural broadcasts of KSFO, San Francisco, succeeding Bill Adams, who has joined the Army.

ABBOTT TESSMAN, Hollywood announcer, has been assigned to NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., replacing Don Wilson.

EDGAR BERGEN, the Charlie McCarthy creator, will receive a master of arts degree June 14 at commencement exercises of Northwestern U., Chicago.

LOU BRING, Hollywood pianist, has been made permanent musical director of the CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co. He has been filling in since resignation of Carl Hoff.

JAMES SHELTON, announcer of WROK, Rockford, Ill., on May 1 will be inducted into the Army.

RICHARD DORF, formerly announcer for WNYC, New York, has joined the announcing staff of W71NY, FM station owned by WOR, New York, replacing Len Sterling who has been transferred to the WOR announcing staff.

JERRY BURNS, baseball announcer of WJJD, Chicago, last year, has joined WSAV, Savannah, Ga., to handle the Atlantic Refining Co. baseball broadcasts of the Savannah Indians this year. At WSAV he will also do a quarter-hour sports commentary, *Sports From a Different Angle*.

BERNARD JOHNSON has been named continuity editor of WOL, Washington, succeeding Dorothy O'Donnell Freund, resigned.

RUTH HOWARD, daughter of radio comedian Tom Howard, is conducting a daily half-hour program titled *Your Radio Hostess*, on WELI, New Haven.

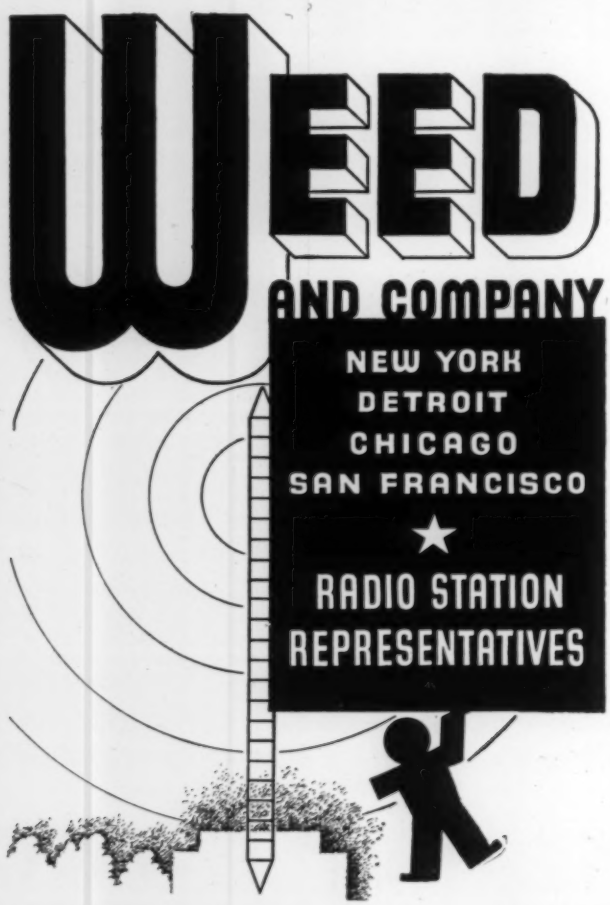
AL HELFER, sportscaster on WOR, New York, is conducting a five times weekly sports roundup 6:45-6:50 p.m. on W71NY, FM station owned by WOR, New York, as the FM station's first regular sports commentator.

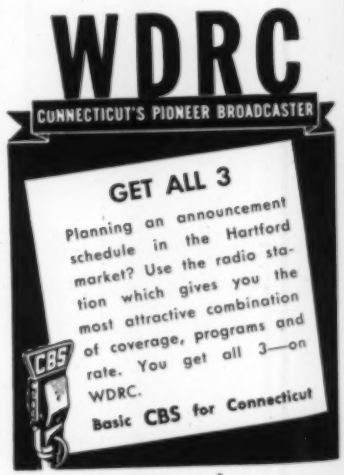
MARCUS BARTLETT, production manager, Elmo Israel, director of public relations, and Manuel Cooper, assistant publicity director, all of WSB, Atlanta, were initiated last week into the newly-established Emory U chapter of Sigma Delta Chi professional journalist fraternity.

STANLEY RAYBURN, talent agent, has joined Consolidated Radio Productions of America, New York, as general manager.

DOUGLAS McKELLER, former announcer of KMTR, Hollywood, and prior to that on the KGU, Honolulu, staff, has joined KFI-KECA, Los Angeles.

LEE VICKERS, announcer of WJSV, Washington, will do the commentaries on a series of film shorts which the Department of Agriculture is producing.




WDRC
CONNECTICUT'S PIONEER BROADCASTER
GET ALL 3
Planning an announcement schedule in the Hartford market? Use the radio station which gives you the most attractive combination of coverage, programs and rate. You get all 3—on WDRC.
Basic CBS for Connecticut
CBS

WHOOPS! gasps the audience, and Lucky Pierre splashes off his log into the water. The tense-faced gent really is Lowell MacMillan, sportscaster of WHEC, Rochester, N. Y., who decided to take a flier at logbirling during Rochester's recent fourth annual Sports Show. As the camera clicked, Birler MacMillan had just completed eight seconds on the log and was on his way to the bottom of the pool—carrying with him a WHEC mike on which he was describing his sensations! Some 5,000 persons saw him immerse, and listeners for 10 or 15 seconds heard real-life gurglings as the mike went down with him.

Walker Leaving WIBA; In Station, Agency Work

W. E. (Bill) WALKER, business manager and sports announcer of WIBA, Madison, Wis., for 10 years, effective May 1, will devote all his efforts to the W. E. Walker Co., advertising agency, and to supervising stations WSAU, Wausau, Wis., and WMAM, Marinette, Wis. Mr. Walker constructed WISJ for the *Wisconsin State Journal* in 1930, and was instrumental in consolidating WISJ and WIBA in 1931 and has been business manager of the stations since.

He established the Walker advertising agency in 1921, and shortly will open enlarged offices in the Tenney Bldg., Madison. Mr. Walker is also president of the Northern Broadcasting Co. which owns WSAU, and of the M & M Broadcasting Co., which own WMAM. He will continue to supervise the operation of these stations.

Buchanan to CBS

STUART BUCHANAN, former program director of WOV, New York, and previously program director of KHJ, Los Angeles, and news and program supervisor of KNX, CBS station in Hollywood, has joined the CBS program service department, filling the position left vacant by Richard Voynow, who left CBS recently to become radio director of Ward Wheelock Co., New York. Mr. Buchanan will handle principally the sales side of the program division, but also will be engaged in the creation of program ideas, according to Francis C. Barton Jr., director of the department.

NBC Talent Agency

NBC, San Francisco, has formed a new talent agency called "Program Talent Sales". Bob Seal, formerly production manager of KPO-KGO, is head. Talent will be available to night clubs, hotels and club dates, as well as radio programs. Contracts with AGMA and AFRA have been signed and a State license to operate was secured. Coming under the agency's listings will be producers, announcers, dramatic and variety talent.

Ask Birmingham CP

TRAM SESSIONS, nephew of Niles Trammell, NBC president, is 4% stockholder in WBAM Inc., applicant for a new station in Birmingham, on 1340 kc. with 250 watts, when WSGN, Birmingham, vacates that frequency for 610 kc. Other principals are C. W. Rochelle, regional distributor for 7-Up, 22%; Morton Simpson, dry goods department store owner, 12%; Hugh Kaul, president of Kaul Lumber Co., 12%; Paul Johnston, lawyer, 12%; Nathan Rotenstreich, furniture dealer, 12%; W. B. Crow, auto accessory dealer and service station owner, 12%; Peter Vredenburgh, lumberman, 12%.

Kennedy Returns

JOHN A. KENNEDY, president of the West Virginia Network, and Mrs. Kennedy, returned to Charleston April 5 after an extended air tour of Central and South America, during which they visited more than a dozen countries. Mr. and Mrs. Kennedy left Jan. 25. Commentaries on the social, economic and political aspects of life in the various countries were transcribed by Mr. Kennedy and broadcast over the network.

NOW PLAYING

KYW

PHILADELPHIA

50,000 WATTS

"The Philadelphia Story"

An inspiring drama . . . wherein the Philadelphia family inherits overnight $2,500,000,000.

The action takes place largely in the living room of this family, where plans are discussed at leisure for spending part of this windfall. Conversation languishes temporarily as KYW comes on with the NBC Red Network . . . The action ends the next morning in the Philadelphia market-place.

WESTINGHOUSE RADIO STATIONS, Inc.

KDKA KYW WBZ WBZA WOWO WGL WBOS

REPRESENTED NATIONALLY BY NBC SPOT SALES

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS,
CLEAR CHANNEL

THEY LIKE US!
Our listeners are our friends. They respond to our service with whole-hearted loyalty to our advertisers. Meet them on—
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS
INS is now issuing more than 50,000 words of supplementary radio mail features totaling more than three hours "air time" weekly.
INTERNATIONAL NEWS SERVICE

KFRU
IN COLUMBIA, COVERS THE HEART OF MISSOURI
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.
1400 KC. ★ 250 WATTS

THE OTHER FELLOW'S VIEWPOINT

Cuban Allocations

EDITOR, BROADCASTING:

In the March 24 number of your magazine I have noticed two statements regarding Cuban stations which might seem justified by past history, if for the purpose, we forget the causes and focus exclusively on facts; but on the other hand, it seems, at least to a few Cubans, that they do not coincide with the positive efforts of Cuba to cooperate wholeheartedly in a North American set-up to orderly organize the use of the standard broadcast band.

In the article on page 10, 3d column, 2d paragraph, it states, "And despite anticipated interference with Cuban stations, which will undergo a wholesale shift"; and again in the first editorial column on page 32, second sentence of the fourth paragraph, we find: "Cuba will not be ready for the full-scale shift of its 87 stations," referring to the not foreseen interference when the changeover develops.

With those two sentences in view, and knowing that your magazine is in an ideal position to learn firsthand of any of the "expected interferences" I would sincerely appreciate if you could have a few lines dropped to me informing of said interferences, as I have heard comments to the effect that to date the Cuban authorities have received no complaints.

I stated above Cuba's positive efforts to cooperate, and proof of it rests not only in the name of the treaty, but in the presentation of the idea for a preliminary conference, and in the apparent successes of both the preliminary and the First Inter-American Radio Conference, both invited, organized and accomplished in Cuba.

Cuba was the first nation to ratify in December 1937; reported its allocations before March 1, 1941; and complied with it after the 29th; has kept power down, and maintained silent all stations off frequency. That seems to be, I believe, what Americans call "Playing Ball".

NICHOLAS G. MENDOZA
Havana, Cuba
April 9, 1941

Editor's Note: Senor Mendoza is the former director of Radiocommunications of Cuba, and was largely responsible for Cuba's participation in the North American Regional Broadcasting Agreement. Official reports to the FCC following the March 29 changeover told of interference to one large station in the Midwest caused by a Cuban station, which promptly was corrected, and also of sporadic but minor complaints from listeners in Florida.

MBS Sales Service

WITH creation of a sales service division, MBS has appointed John Mitchell, formerly of Erwin, Wasey & Co., New York, to manage the division in New York. Donald Pontius of the network's midwestern sales promotion staff, takes charge in Chicago. Tom Harker has been shifted from the Mutual eastern sales staff to the Chicago office, succeeding Howard Keefe, who has resigned to join the Chicago office of Dodge Reports Inc.

Border Blast

EDITOR, BROADCASTING:

Your magazine has a reputation for fair and accurate reporting, and this reputation well earned except when it comes to Mexican radio news, makes it imperative for us to ask you to correct a series of slurring insinuations concerning Station XELO which harms this station's reputation, and may even affect its business. They appear in "Treaty Switchover Is Engineered Smoothly" of your April 7 number.

First, you say: "The third departure from the Treaty understanding is that of XELO, operating at Tijuana, which was to have been moved to Sonora, with 50 kw. as an I-B station using a directional antenna. The station remained at its Lower California location, the channel to which KEX, Portland, Ore., is assigned with 5 kw. and a proposed 50 kw. transmitter". Your facts are correct, but you imply that what causes the interference between stations XELO and KEX, is the fact that it remains in Tijuana instead of moving to Sonora. The truth is that if it were to move to Sonora, distance between KEX and XELO would remain practically what it is now.

Oregon Situation

This unfortunate state of affairs has been brought about by a departure from the treaty by the Government of the United States. Oregon's I-B channel was, according to the treaty, 1170 kilocycles. (See table II appendix I of the treaty) but for some reason this assignment was changed, at the behest of the United States to 1190, thus placing two I-B channels on the same frequency along the Pacific Coast within 1,200 miles of each other. If KEX had been assigned its original treaty frequency, no such an "intolerable interference" would have arisen.

Second, you continue: "Moreover it was said this interference would persist, since there is very little population below Tijuana and since XELO will unquestionably use a directional antenna northward". This company, in the four stations it has owned and operated in Mexico since 1932, has never used a directional antenna, north, south, east, or west. We have suggested to Station KEX that they put up a directional antenna northward and we put up a directional eastward, to see how that would work, but so far we neither have done nor definitely decided upon doing anything of this kind.

Third, you say further: "In connection with the other border stations operations it was felt in some quarters here that these stations are operating in defiance of Mexican regulations and that the issue may wind up in the Mexican courts". This statement, as made by you, includes Station XELO, and, in as far as it does so, it is a lie, pure and simple. Station XELO is remaining in Tijuana under a written authorization signed by the Mexican Secretary of Communications, and it is doing so because Mexican authorities have become convinced that moving the station 150 miles east does not solve the problem of interference between it and KEX. This company is *not* violating any Mexican regulations, and the issue will not wind up in the Mexican courts. Such a misrepresentation, even though swaddled in the journalese "it was felt in some quarters" can have but one aim—to discredit a reputable concern whose very life depends upon the assurance of continued and unhindered operation.

ON THE TRAIL with pack and mike, KFAR's commercial manager, Wilson (Bud) Foster, who handles an occasional remote control job, goes out to meet Jake Butler, winner of the All-Alaska Dog Derby, with shortwave equipment which relayed the account to the Fairbanks station's audience.

A Matter of Veracity

We do not know, nor do we much care whether your news concerning other Mexican stations is true or not, but if we are to judge it from your statements regarding XELO, we very much doubt its veracity.

For your information, allow us to state that we have made various suggestions to Station KEX in regards to the different ways in which our difficulties may be solved, and that we are confident that the end of this spring will see a satisfactory conclusion to the present state of affairs, much to the disappointment of troublemaking and insidious gossips.

To conclude, please accept our congratulations on the very persistent and able manner in which you are doing your bit to sabotage our government's policy of continental solidarity.

W. E. BRANCH, President
XELO, P. O. Box 849,
San Diego, Cal.
April 14, 1941

EDITORS NOTE: The letterhead of XELO bears the post office address San Diego, Cal., though the station is located in Tijuana, Lower California, about 25 miles distant. The Mexican regulations, according to information available in Washington, prescribes that stations shall be licensed only to Mexican citizens and to serve Mexican nationals. The passages in the story of April 7, to which Mr. Branch takes exception, were based on observations made by responsible U. S. officials holding executive posts with the FCC. On April 7 [BROADCASTING, *April 14*] *the FCC announced receipt of a dispatch from the American Embassy in Mexico City that "XELO would operate under reduced power and efforts would be made to cause early transfer of location."*

Agencies

D. E. ROBINSON, general manager of Federal Adv. Agency, New York, on April 15 was elected chairman of the New York Council of the AAAA. H. D. Williams, vice-president of Erwin, Wasey & Co., was elected vice-chairman, and Abbott Kimball, head of the Kimball Agency, was named secretary-treasurer. Governors elected were: Edward J. Owens, vice-president, Arthur Kudner Inc.; C. P. Hanly, president, Ferry-Hanly Co.; H. C. Marschalk, president, Marschalk & Pratt; H. Paul Warwick, president, Warwick & Legler.

J. STIRLING GETCHELL Inc., New York, having been appointed advertising counsel for the Wadhams division of Socony-Vacuum Co., will open a new branch in Milwaukee, in the First Wisconsin National Bank Bldg. May 15. Harry H. Scott, active in Milwaukee marketing and advertising circles for many years, will be Wadham account executive and Paul V. Carpenter, formerly representing the Allis-Chalmers' account for the Getchell agency, will also be located in the Milwaukee office.

OSCAR M. SCHLOSS, spacebuyer of McCann-Erickson, New York, has been made chief timebuyer succeeding Robert W. Tannehill who has joined Benton & Bowles, New York, as chief of merchandising. Jack Thompson, assistant timebuyer, has been drafted into the Army. His successor has not yet been named.

STUART LUDLUM, radio director of McCann-Erickson, New York, about May 1 joins the radio department of J. Stirling Getchell Inc., New York, in a creative capacity. Mr. Ludlum's resignation follows the recent resignation of four persons from the agency's radio department.

RUTH LOVEAIRE, for the past eight years with MacFadden Publications, has joined the commercial radio department of Benton & Bowles Inc.

MARGARET JESSUP, formerly radio production assistant of McCann-Erickson, New York, has joined *Parent's Magazine*, New York, as assistant to the publisher.

WEBER SALES Co., distributors of Egofoam shampoo, has moved to 724 Fifth Ave., New York. E. F. Wheaton, president and general manager, will move his agency, Wheaton-Adv., to the same address. Telephone is Circle 6-5240.

CHARLES H. MAYNE Co., Los Angeles agency, has moved to 1709 W. Eighth St., that city. Telephone number is Drexel 4363.

EMIL MOGUL Co. on April 14 moved its New York offices to 250 W. 57th St.

Dinner for Benny

TESTIMONIAL dinner to Jack Benny, in observance of his ten years in radio, will be staged May 9 in Biltmore Hotel Bowl, Los Angeles, with Niles Trammell, NBC president, as speaker. Clay Morgan, New York assistant to Trammell, is in Hollywood for conferences with Young & Rubicam executives and to make arrangements for the event which will be attended by radio and film dignitaries. Plans call for a half-hour broadcast on NBC. Benny made his first radio appearance May 2, 1931, on a New York station as guest of Ed Sullivan, columnist. He has been with General Foods Corp. (Jell-O), as star of the weekly NBC *Jack Benny Show* for seven years.

'SWEET ADELINE' is sung by Nick Keesley, talent buy of N. W. Ayer & Son, New York (right), with Robert Weede, Metropolitan Opera baritone, as they raise their glasses of milk to toast Sheffield Farms 100th anniversary as a New York distributing company at that organization's dinner April 2 at the Waldorf-Astoria.

FARM EXPERIMENT IS BEGUN BY WLW

AN EXPERIMENTAL FARM, to be known as "Everybody's Farm", from a broadcast of that name, will be operated by WLW, Cincinnati, starting April 24, to demonstrate modern agricultural methods. A 126-acre farm adjoining its transmitter in Warren County, Ohio, from which broadcasts of *Everybody's Farm Hour* will originate intermittently, has been taken over for the purpose. It is to be operated not as showplace but as a one-family self-sustaining property, paying its expenses all the way.

The project will adopt the most economical and scientific methods to build up the soil, increase its livestock feeding capacity, and make it as profitable on operation as possible, sharing a 50-50 basis with the present tenant, who will continue operation.

Special broadcast equipment is being installed so programs can be originated from any place on the property. Listeners to the program will be kept closely advised of the complete operation, including costs, etc. Farmers, 4-H Club members, and high school and vocational agricultural students will be invited to visit the farm, to check and study its workings and appear on the broadcasts.

Guild Warns Kate

KATE SMITH in early April was advised by Screen Actors Guild to take cognizance of the recent Louella Parsons-Guild controversy over free talent on the CBS *Hollywood Premiere* [BROADCASTING, March 31]. The Guild, it was understood, made no direct comment to Miss Smith other than sending her a copy of Hollywood trade publications with advertisement letters which were exchanged between Miss Parsons and SAG. Miss Smith, on April 18 completed a four-week contract with Paramount to preview current films, with the studio supplying guest talent on the weekly CBS *Kate Smith Hour*, sponsored by General Foods Corp (Grape Nuts). It is understood that Miss Smith has agreed to do no more on the same basis.

Colgate Changes Show

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate dental cream), on April 17 changed the format of *Ask-It-Basket* from a quiz program to a variety show featuring Ed East as m.c., Charles Hathaway orchestra, and five acts of "undiscovered" professional talent. Program will be titled *Spotlight* and will retain the same time, Thursdays, 8-8:30 p.m. on 68 CBS stations. Agency is Ted Bates Inc., New York.

Staley Shift

A. E. STALEY MFG. Co., Decatur, Ill. (starch & syrup), on April 28 switches its five-weekly quarter-hour transcribed dramatic serial, *Betty & Bob*, from WENR to WMAQ, Chicago. Contract is for 52 weeks. *Betty & Bob* is currently heard on WPTF, Raleigh, and WTAM, Cleveland. Agency is Blackett-Sample-Hummert, Chicago.

Auto Insurer Adds

ALL-STATE INSURANCE Co., Chicago (auto insurance), has added four stations in the New York market bringing the total to approximately 25 stations being used on a schedule of undetermined length. Being used in this series are spot announcements and local programs depending on the market. E. H. Brown Adv. Agency, Chicago, handles the account.

Welch Using 8

WELCH GRAPE JUICE Co., Westfield, N. Y., on April 14 started a 15-week schedule of approximately 10-weekly one-minute dramatic transcribed announcements featuring Irene Rich. Stations are WMCA WQXR WHN WBNX WTIC WJAR WEEI WBT. Agency is H. W. Kastor & Sons, Chicago.

WAVE AIN'T MAD ABOUT MUSIC (Ky.)!

Somehow we cain't git excited about the sales possibilities in Music (Ky.). *Music*, y'see, simply hasn't the tempo to make your sales thermometer run much of a temperature. On the other hand, you'll be a little delirious about the Louisville Area's buying power! Normally *double* the rest of Kentucky, it's now enriched with an *extra* *$5,000,000-a-month defense payroll!* . . . To get your share of this monetary melody, you need only WAVE—the bargain buy for *complete* coverage of the Louisville Area! May we send you the facts?

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THE MAILMAN comes to the home of the farmer via the airwaves on *Rural Free Delivery*, to be started shortly on WPTF, Raleigh. Based on a survey conducted recently at North Carolina U of what the farmer wants to listen to most, the program will include market and weather information, news of the farmer in all sections of the State and a five-minute commentary of war news. Hillbilly talent will complete the program.

* * *

Baseball Quiz

A NEW TWIST to the quiz craze is *Runs, Hits & Errors*, heard on WCBI, Columbus, Miss. Civic clubs compete in teams with each answer credited with a hit, error, out, etc.

Purely PROGRAMS

Chinatown to China

FROM THE HEART of San Francisco's Chinatown, comes *Chinese Good Neighbor Hour*, inaugurated April 19 and shortwaved over KGEI on a direct beam to Asia. The program consists of the finest Chinese operas and music, and unbiased reports of world news in both Cantonese and Mandarin dialects. Special events such as the Chinese New Year and Rice Bowl celebrations will be described by roving Chinese-speaking reporters.

News Exchange

LEADING NBC news commentators trading news items in the manner of the stock exchange will be feature of *The News Exchange*, NBC-Blue program to be heard Mondays at 9 p.m., starting April 28. Don Goddard, NBC commentator, will act as "news governor," for the four "traders" selected each week to give their opinions from the following list: H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, John Gunther, Edward Tomlinson, Earl Godwin, Raymond Clapper, Baukhage, Upton Close, Helen Hiett, T. R. Ybarra and Major General Stephen O. Fuqua, as well as members of NBC's foreign 20, whenever they are in the United stac. now numbering more than States.

* * *

Idea Tests

TESTS of audience reaction to new program ideas through experimental broadcasting before offering them for sponsorship, have been made in a dramatic series, *John Doe's News of Tomorrow*, on KFWB, Hollywood. Based on current news items, dramatic sketches stress the patriotic necessity of watchfulness against fifth column activities. Staged before a studio audience, the series is presented by non-professional graduate students of Hollywood Talent Scout, training school division of Hollywood Radio Playhouse.

* * *

Weekly Farmer

A NEW SERIES of dramatic programs featuring the "Farm family of the week," will start May 3 on WNAX, Yankton, S. D. The program will tell the story of the work, trials and progress of a midwest farm family that has made farming a success through work and careful management. Special emphasis will be placed, not on the individual family, but on the part correct farm practices have played in their success.

* * *

Gossip from the Wastebasket

GOSSIP about radio personalities, gleaned from WCCO, Minneapolis, wastebaskets is featured on the new *Sunrisers* program. "Susie", who has been built up as the grammatically incorrect scrub-woman about the station, is heard in a five-minute spot when she answers listeners' questions and passes on any new dirt uncovered in the previous night's cleaning.

* * *

Radio Cross-Word Puzzle

A RADIO VERSION of the crossword puzzle, called *Radio Game*, recently took the air on KSFO, San Francisco. Prizes are awarded listeners who are first to telephone correct answers to the studio.

Who's Who at Zoo

QUIZ SHOW based on the animals at the Philadelphia Zoo made its debut April 5 on WPEN, Philadelphia, coming from the zoo grounds. Visitors are brought to the microphone, and those answering the question correctly are given two free passes to the grounds, an incorrect answer rating a single pass. In addition, listeners are invited to send in suggested questions on the animals, those used rating the sender a pair of zoo passes as well. In addition, a novel note has been injected for the station identification. A parrot, inhabitant of the zoo's bird-house, has been coached to say "This is WPEN".

* * *

Delayed Quiz

TRANSCRIBED street quizzes under the title *Delayed Street Quiz* inaugurated on WSYR, Syracuse, features records of answers to a running question asked by a station announcer during the day throughout downtown Syracuse. The participant who comes nearest to the right answer receives a cash prize, while at the same time the participants are given an opportunity to hear themselves on the air.

* * *

Hoosier Salute

WCKY, Cincinnati, on April 14 started a new series of salute programs dedicated to Indiana towns and cities under the general title *Hoosier Homecoming*. Heard Mondays through Fridays 1:30-2 p.m. (EST), the programs feature the music of Johnny Bowman's WCKY orchestra, with vocals by Lee Johnson and readings by Olive Kackley, WCKY Good Will Ambassadress. Each broadcast is under the auspices of a local newspaper which cooperates in publicizing the series and furnishing material for the scripts.

* * *

Numbers to Remember

ABILITY of contestants to total all numbers read during *Number, Please* program on KROW, Oakland, Cal., makes listeners eligible for prizes. Each program contains a variety of numbers—street addresses, food prices, number of sponsor's customers preceding week, month and year. Winners get merchandise orders.

* * *

Button, Button

NEW SHOW to create morning customer traffic has started on KSTP, St. Paul. Titled *Finders Keepers*, the program describes an article in the store, its approximate location, and the price. Customers are assured that the first one to find it gets it free.

* * *

Drama by the Blind

BLIND ACTORS have a chance to be radio Thespians in a dramatic series, *Fellowship House*, presented on KRE, Berkeley, Cal., under the auspices of the local Lions Club.

Little Cost! Big Results!

Tie in Now with ANN GINN'S

"AROUND THE TOWN"

Participating Program

9:30 A. M. Daily on

WTCN

ST. PAUL MINNEAPOLIS

OWNED AND OPERATED BY THE ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE AND TIMES-TRIBUNE

Featuring the NORTHWEST HOMEMAKERS TESTING BUREAU With 2,500 Housewives Volunteering Their Services as a Committee to Accept or Reject Advertisers' Claims. Seals of Approval for Your Use on Point of Purchase Displays. NO ADDITIONAL COST

CURRENT NATIONAL AND REGIONAL ADVERTISERS USING "AROUND THE TOWN"
Manchester Biscuit Company
John Morrell Company
Kelvinator
Lamont-Corliss (Nestles)
Nash Coffee
Meat Loaf Meal Dog Food

Write for Further Details

FREE & PETERS, INC. Exclusive National Representatives

New York Chicago Detroit Atlanta Los Angeles San Francisco

KROW The Showmanship Station

SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

In the CONTROL ROOM

ROY SMITH, control room operator of WPTF, Raleigh, N. C., is soon to leave the station.

KEN CURTIS, of the control room staff of WEEI, Boston, has left to take over special research work in connection with the defense program.

GORDON BROWN, engineer, of KSRO, Santa Rosa, Cal. has been called to service with the Navy and will sail soon for Honolulu.

ELMO REED and Don Parker, engineers of WROK, Rockford, Ill., on May 1 will be inducted into the Army.

TED MORRIS, formerly owner of a recording business in Chicago, has joined the engineering staff of WJSV, Washington.

WARREN D. BAILEY, operator of WNAX, Yankton, S. D., is the father of a boy, Bruce Roland, born April 7.

JOHN IRVINE, formerly of RCA Mfg. Co., and WCAM, Camden, has joined the engineering staff of WIP, Philadelphia.

THOMAS C. CAMERON, chief engineer of WROK, Rockford, Ill., is the father of a baby girl.

KGNC, Amarillo, Tex., has installed a new RCA 5-kw. transmitter for its 5-kw. night and 1-kw day operation which began March 29.

GATES AMERICAN Corp. is making available to broadcasting stations a new booklet compiling complete cost data, FCC data for filing, illustrations of installations and helpful hints in putting the new station on the air. Booklet is available to any new or prospective station on request.

STANLEY MARSTON, of CBS Hollywood engineering staff, reports for Army training in May. He recently replaced Dick Haysel who was inducted into the Army the latter part of March.

MIDLAND Radio & Television School, Kansas City, reports the following placements of its graduates: John Wood, WGCU, Mandan, N. D.; Charles Wolfe, WSKB, McComb, Miss.; Eugene Marshall, WBBZ, Ponca City, Okla.; Richard Elsken, KBIX, Muskogee, Okla.; Bernard Kennedy, KDRO, Sedalia, Mo.

GOVERNMENT Printing Office, Washington, now has available for immediate distribution 5,000 copies of Treaty Series No. 948, which contain the General Radio Regulations adopted at Cairo in 1938 [50 cents].

Detroit Power

"IT'S THREE TIMES and out", for the local electric company, as far as WJBK, Detroit is concerned. When, according to the station, by coincidence or not, the municipal power system failed three times in as many days during the regular daily remotes from AFL and CIO headquarters during the Ford strike, Ed MacKenzie, announcer-engineer who has handled the broadcasts, has made certain the show would go on. He has rigged up his own power system so that he does not have to rely on the utility company's power. What's more, he has a flashlight at his side to be sure he will read without interruption.

Ketcham Reelected

FRANK A. KETCHAM, president of Graybar Electric Co., was reelected for another year at a recent meeting of the directors. Elbert A. Hawkins, who has been vice-president in charge of sales, was elected senior vice-president, and Alfred H. Nicoll was reelected vice-president. Three district managers were elected vice-presidents: Walter P. Hoagland of Chicago, Walter J. Drury of New York and Alfred L. Hallstrom of Philadelphia. Elmer W. Shepard was reelected treasurer and Martin E. Wagner continues as secretary and comptroller.

ANNUAL GE AWARD PRESENTED TO KGO

KGO, General Electric-owned station in San Francisco, set a new high in efficiency of operation among all NBC-operated stations during 1940 and as a reward its engineering staff was awarded GE's annual merit award for least lost time through technical failures.

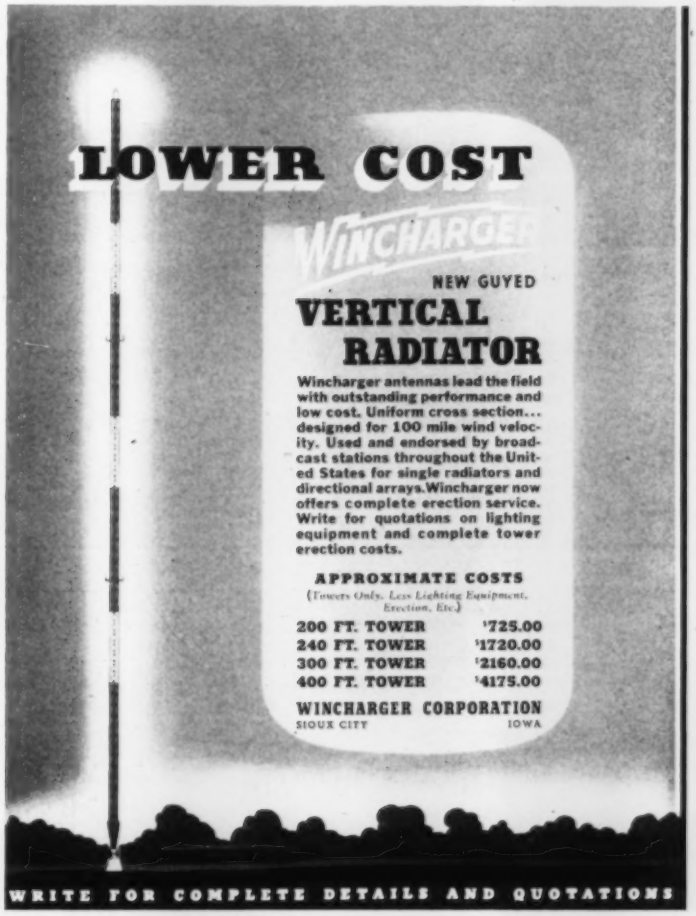
Mr. Evans

A plaque was presented A. E. (Shorty) Evans, engineer in charge of the transmitter, by Raymond M. Alvord, GE vice-president in charge of the Pacific District, at a luncheon April 14. The ceremony was recorded and broadcast on KGO.

During 1940, KGO was on the air 6,406 hours and 53 minutes. In that time the station only lost 31 seconds or 0.000001344% of total time, a new high in efficiency since the GE awards have been made. WGY, Schenectady, was second for 1940 with 59 seconds of lost time.

The trophy is a silver plate 9 x 12 inches mounted on a wood base 11 x 15 inches. Associated with Evans in establishing the record were H. C. Dunton James I. Ball, Myron Case, A. E. Eldredge and A. E. Fisher. O. B. Hanson, NBC vice-president and chief engineer, was special guest at the luncheon.

THE 1941 summer convention of the Institute of Radio Engineers has been scheduled for the Hotel Statler, Detroit, June 23-25.


LOWER COST
WINCHARGER
NEW GUYED
VERTICAL RADIATOR
Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section... designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for quotations on lighting equipment and complete tower erection costs.
APPROXIMATE COSTS
(Towers Only. Less Lighting Equipment, Erection, Etc.)
200 FT. TOWER $725.00
240 FT. TOWER $1720.00
300 FT. TOWER $2160.00
400 FT. TOWER $4175.00
WINCHARGER CORPORATION
SIOUX CITY IOWA
WRITE FOR COMPLETE DETAILS AND QUOTATIONS

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

WHEELING
A Fort Industry Market
May 2 We Join- NBC
BASIC BLUE
BLAIR REPRESENTS US
A FORT INDUSTRY STATION
5,000 WATTS
WWVA
WHEELING, W. VA.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport, Conn.

Ballantine Breweries, New York, 30 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Church & Dwight, New York (Cow Brand soda), 156 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
M. J. Breitenbach Co., New York (Pepto Mangan), 65 *sa*, thru Morse International, N. Y.
Canada Dry Ginger Ale, New York (Spur), 260 *ta*, thru J. M. Mathes Inc., N. Y.
Penick & Ford, New York (My-T-Fine), 5 *ta* weekly, thru BBDO, N. Y.
Ward Baking Co., New York, 108 *ta*, thru Sherman K. Ellis Co., N. Y.

WOR, New York

Procter & Gamble Co., Cincinnati (Crisco), 5 *t* weekly, thru Compton Adv., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Shell Oil Co., New York, 5 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Ex-Lax Inc., Brooklyn (Jests), weekly *sp*, thru Joseph Katz Co., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KHJ, Los Angeles

Kendall Foods Inc., Los Angeles (dog food), 3 *sa* weekly, thru Scholtz Adv. Service, Los Angeles.
Blackstone Products, New York (Aspertane), *sp* weekly, thru Raymond Spector Co., N. Y.
John Morrell & Co., Ottumwa, Ia. (E-Z serve bread), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
California Milling Co., Los Angeles (flour), 2 *sa* weekly, thru Theodore B. Creamer Adv., Los Angeles.

WMCA, New York

Crawford Clothes, New York (men's clothes), 12¼ *sp* weekly, thru Al Paul Lefton Co., N. Y.
Washington State Apple Adv. Commission, Seattle, 6 *sp* weekly, 3 weeks, thru J. Walter Thompson Co., San Francisco.
American Cigarette & Cigar Co., New York (Pall Malls), 36 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Dodge Bros. Division, Chrysler Corp., Detroit, 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WROK, Rockford

United Drug Co., New York (Rexall), 3 *t*, thru Spot Broadcasting, N. Y.
National Refining Co., Cleveland, 6 *ta*, weekly, 7 weeks, direct.
Joy Candy Shoppes, Chicago (Joy Candy), 62 *sa*, thru Malcolm Howard Adv., Chicago.
Associated Serum Products, 13 *sa*, thru Fairall & Co., Des Moines.
Illinois Bell Telephone Co., 6 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.

WNAC, Boston

Shell Petroleum Corp., St. Louis, 120 *t*, thru J. Walter Thompson Co., N. Y.
Wilbert Products, New York (wax), 156 *t*, *sp* series, thru W. I. Tracy Inc., N. Y.
Beechnut Packing Co., Canajoharie, N. Y., *sa* series, thru Newell-Emmett Co., N. Y.
Ward Baking Co., New York, 312 *sa*, thru Sherman K. Ellis Co., N. Y.
Kellogg Co., Battle Creek (All-Bran), *ta* series, thru Kenyon & Eckhardt, N. Y.

WLS, Chicago

Mitsubishi Shoji Kaisha, New York (Three Diamond Canned Crab Meat), 3 *sa* weekly, 13 weeks, thru Irwin Vladimir & Co., N. Y.
Canada Dry Ginger Ale, New York, 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Chrysler Corp., Detroit (Dodge Division), 6 *ta*, thru Ruthrauff & Ryan, N. Y.

KOA, Denver

Catspaw Rubber Co., Baltimore (rubber heels, soles), 2 *ta* weekly, thru S. A. Levyne & Co., Baltimore.
McCarty-Sherman Motor Co., Denver (Ford tractors), 6 *sa* weekly, direct.
Kellogg Co., Battle Creek (cereal), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 13 *sa* weekly, thru Henri, Hurst & McDonald, Chicago.

WQXR, New York

Jacob Ruppert Brewery, Brooklyn (beer), 200 *sa*, thru Ruthrauff & Ryan, N. Y.
Loew's Theatres, New York ("I Wanted Wings"), 17 *sa*, one week, thru Donahue & Coe, N. Y.
Romanoff Caviar Co., New York (French-Kettle Onion soup), 2 *sp*, 2 *sa* weekly, 4 weeks, thru Piedmont Agency, N. Y.

KECA, Los Angeles

C. H. Baker & Co., Los Angeles (chain shoe store), 10 *ta* and *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 5 *sa* weekly, thru Robert F. Dennis Inc., Los Angeles.

KHJ, Los Angeles

Mac's Super Gloss Co., Los Angeles (auto polish), 5 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Barbasol Co., Indianapolis (Bost toothpaste), 4 *sa* weekly, thru Erwin Wasey & Co., N. Y.

KMPC, Beverly Hills, Calif.

White Labs., Chicago (Chooz), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Barkers Soup Co., Los Angeles (soup), 6 *sp* weekly, thru Glasser-Gailey & Co, Los Angeles.

WIBG, Glenside, Pa.

Apollo Hotel, Atlantic City (resort), 7 *sa* weekly, thru Stewart-Jordon, Philadelphia.
Hart Finance Corp., Philadelphia (loans), 6 *sp* weekly, 65 weeks, direct.

WAAB, Boston

Chrysler Corp., Detroit (Dodge), 60 *sa*, thru Ruthrauff & Ryan, N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 12 *sa*, thru Newell-Emmett Co., N. Y.

KQW, San Jose, Cal.

United Drug Co., Boston (Rexall), 3 *t*, thru Spot Broadcasting, N. Y.
Pikloom Co., Seattle (knitting loom), 6 *sa*, thru Northwest Radio Adv., Seattle.

WBBM, Chicago

Nash-Kelvinator Corp., Detroit (Kelvinator division), 3 *t* weekly, thru Geyer, Cornell & Newell, Detroit.

WICA, Ashtabula, O.

Standard Oil Co. of Ohio, Cleveland, 12 *sa* weekly, thru McCann-Erickson, Cleveland.

KSFO, San Francisco

Hecker Products Corp. (H-O Division), New York, 65 *sp*, thru Maxon Inc., New York.
Hulmon & Co., Terre Haute, Ind. (Clabber Girl Baking Powder), 3 *sa* weekly, thru Pollyea Adv. Agency, Terre Haute.
P. Lorillard Co., New York (Old Gold Cigarettes), 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), 13 *sa*, thru Henri, Hurst & McDonald, Chicago.
Morton Salt Co., Chicago (salt), 6 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Nehi Inc., Columbus, Ga. (Royal Crown Cola), 3 *t* weekly, thru BBDO, N. Y.
Packard Motor Car Co., Detroit, 3 *sa*, thru Young & Rubicam, N. Y.
Reader's Digest Assn., New York (Reader's Digest), 2 *sa*, thru BBDO, N. Y.
Simon & Schuster, New York (books), 6 *sp*, thru Northwest Radio Adv. Co., Seattle.
Shell Oil Co., San Francisco, 19 *sa*, thru J. Walter Thompson Co., San Francisco.
Vick Chemical Co., Greensboro, N. C. (Vaporub), 6 *sp* weekly, thru Morse International, N. Y.
Armstrong Cork Products Co., Lancaster, Pa. (Quaker rugs), 3 *sp* weekly, thru BBDO, N. Y.
Cluett, Peabody & Co., New York (Sanforizing Division), 6 *sp* weekly, thru Young & Rubicam, N. Y.
Colonial Dames Inc., Hollywood (cosmetics), 3 *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.
Compagnie Parisienne, San Antonio (perfume), *sp* series, thru Northwest Radio Adv. Co., Seattle.
Foreman & Clark, Los Angeles (clothing store chain), 23 *sa*, thru Milton Weinberg Adv. Co., Los Angeles.
General Petroleum Corp. of California, Los Angeles, 7 *sa* weekly, thru Smith & Drumm, Los Angeles.
Gilmore Oil Co., Los Angeles, 48 *sa*, thru H. W. Kastor & Sons, Chicago.
William H. Wise & Co., New York (books), *sp* series, thru Northwest Radio Adv. Co., Seattle.

KFI, Los Angeles

Quaker State Oil Refining Corp., Oil City, Pa. (motor oil), 3 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Nash Kelvinator Corp., Detroit (Kelvinator), 3 *sp* weekly, thru Geyer, Cornell & Newell, N. Y.
White Labs., New York (Chooz), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Chemicals Inc., San Francisco (Vano), 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Adv. Co., N. Y.
Na-Stim Labs., Modesto, Cal. (hay fever remedy), 5 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
John Morrell & Co., Chicago (E-Z Serve bread), 5 *sa* weekly, thru Henri, Hurst & McDonald, Chicago.
Loma Linda Food Co., Los Angeles (cereal), 3 *sa* weekly, thru Gerth-Knollin Adv. Agency, Los Angeles.

Z NET SERVES MONTANA'S RICHEST MARKETS

ANYWAY YOU FIGURE IT'S THREE STATIONS FOR THE PRICE OF ONE!
Butte - KGIR
Montana's only full time 5000 watter
and Helena . KPFA
and Bozeman . KRBM
as bonus coverage

128 Stations Listed In CBS Rate Card

CBS Rate Card 28 to become effective May 11, just issued by the network, shows a total of 128 affiliated stations, a net gain of nine stations since the last rate card, issued July 15, 1940. Power increases have been granted 44 CBS stations and new day and night operations for five stations, which used to operate "sunrise to sunset".

With two exceptions which offset each other, there are no changes in rates not previously announced by William C. Gittinger, vice-president in charge of sales. The rate for WCSC, Charleston, S. C., is reduced from $125 to $100 per night hour, while the rate for WSPA, Spartanburg, S. C., is increased from $100 to $125. Both stations are members of the Southeastern Group.

All other rates are scaled proportionately. WRVA, Richmond, previously in the Southeastern Group, is announced on the new card as a member of the Basic Supplementary Group, with no increase in rates. Recent legislation in Georgia places Atlanta, Albany and Columbus in the Eastern Time Zone.

Other improvements made by CBS stations since July 15, 1940 include new transmitters for 18 stations; improved transmitters for 13 stations; new transmitter sites for 18 stations; new antennas for 41 stations; improved antennas for 12 stations; new ground systems for 21 stations; new ground screens for 11 stations; new program-limiting amplifiers for six stations; new "feedback" installations for six stations; new transmitter-checking facilities for 16 stations; and new frequencies, other than those due to the Havana Treaty, for eight stations.

New Fitch Series

F. W. FITCH CO., Des Moines, on May 3 starts a new weekly quarter-hour variety program, for Fitch's Shampoo, 9:45-10 a.m. (CDST), on 10 NBC-Red network stations. As BROADCASTING went to press format of the program was not definitely set. Stations selected are WEAF WNAC WMAQ WTAM WCAE KYW WTIC WGY WHAM WBEN. Contract is for 22 weeks. Agency is L. W. Ramsey Co., Davenport, Ia.

McKesson Adds

McKESSON & ROBBINS, Bridgeport, Conn. (Pursin, blood tonic), has added WLS, WMAQ, Chicago, and WMT, Cedar Rapids, Ia., to its varying schedule of one-minute transcribed announcements, thus making a total of 23 stations being used [BROADCASTING, March 3]. Agency is H. W. Kastor & Sons, Chicago.

MISS F. E. CLOTWORTHY, secretary of the Assn. of Canadian Advertisers for the last 25 years, died April 10 at her home in Toronto. She was widely known in business and advertising circles.

TRANSCRIBED announcements for P. Ballantine & Sons and Manhattan Soap Co., listed on this page in the April 14 BROADCASTING under WCOU, Lewiston, Me., were not placed by Forjoe & Co. Ballantine agency is J. Walter Thompson Co., with Franklin Bruck Adv. Agency handling the Manhattan soap account.

Radio Advertisers

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD, Chicago, on April 20 started a 13-week schedule of weekly quarter-hour programs *Alan Scott's News Comment* on WGN, Chicago. Agency is Roche, Williams & Cunnyngham, Chicago. Nelson Brothers, Chicago (furniture), consistent user of local radio, on April 15 started *Voice of the Bleachers* for 15 minutes preceding the baseball games on WGN. Guy Savage conducts the interviews. Contract is for the baseball season. Agency is George H. Hartman Co., Chicago.

THRIFTEE OUTLET Co., Los Angeles (retail clothing), in a 13-week campaign ending July 3, is sponsoring a weekly half-hour program of transcribed cowboy music on KHJ, Hollywood. Firm also sponsors a similar program twice daily on KRKD, with a 2½-hour broadcast on Friday night, and 45 minutes Sunday morning. In addition, 35 transcribed announcements are used weekly on KIEV, with 30 per week on KFAC. United Adv. Agency, Los Angeles, has the account. Bert Phillips is account executive.

NEDICK'S STORES, New York, on April 14 started promoting its sidewalk refreshment stands on WHN, New York, using a nightly quarter-hour sports review titled *Bert Lee's Sports Final* and a 7:15 a.m. United Press news period seven times weekly. Agency is Weiss & Geller, New York. Besides this contract, Bert Lee (Bert Lebahr), also WHN director of sales, does the nightly *Today's Baseball*, sponsored on the station by Axton-Fisher Tobacco Co., Louisville. The Nedick program he is handling from his home in New Rochelle, N. Y., where remote equipment has been installed.

KAVANAGH FOODS Ltd., Toronto (breakfast cereal) has started a spot announcement campaign on CHSJ, St. John, N. B., and CHNS, Halifax, and plans to expand throughout Canada. Account is handled by Richardson-MacDonald Adv. Service, Toronto.

McCOLL FRONTENAC OIL Co., Montreal (Red Indian gasoline) has started spot announcements on CJOR and CKWX, Vancouver. Account was placed by A. McKim Ltd., Montreal.

FOREMAN & CLARK, Chicago (clothiers) on April 3 started a 52-week schedule of 25-weekly station break announcements on WCFL, Chicago. Firestone Adv. Agency, St. Paul, Minn., placed the business.

CHICAGO GOSPEL TABERNACLE, Chicago, on April 14 started six-weekly quarter-hour religious programs, Monday through Saturday, and a half-hour program on Sunday on WHO, Des Moines. Contract is for an indefinite period. More placements are planned for the near future. Account was placed direct.

CONTEST WINNER on the weekly prize program, *What's Your Idea*, sponsored by Mars Inc. each Sunday on NBC-Red, 5:30-6 p.m., Mrs. Del Sanguinet of Bellingham, Wash., pens a contract entitling her to royalties in addition to the cash award for her radio program idea. H. H. Hobsen, of Grant Adv. Agency, Chicago, handling the account, flew to Bellingham to present the contract. Winning idea was a versified description of the song, "Alexander the Swoose".

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on June 2 renews for 17 weeks its *Doggy Dan* series on WMAQ, Chicago. Program will be heard five weekdays, 12:45-12:55 p.m. (CST), during the first nine weeks and thrice-weekly at the same time during the last eight weeks. Agency is Henri, Hurst & McDonald, Chicago.

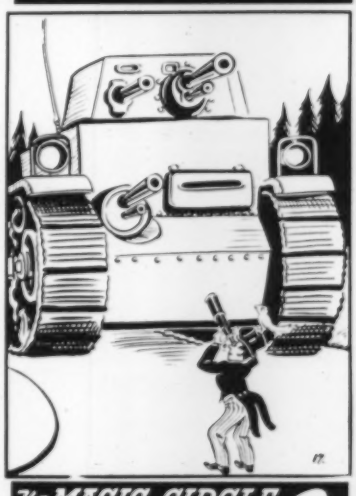
PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), in a 52-week Southern California campaign started April 16, is using 14 transcribed announcements weekly on KFWB and KFVD, with 28 per week on KGFJ. Firm in addition is also currently using 15 transcribed announcements per week on KVOE KGB KFOX KIEV with 30 weekly on KFXM. Radio Recorders Inc., Los Angeles, cut the series, with placement through Milton Weinberg Adv. Co., that city.

RAINIER BREWING Co., San Francisco (beer, ale), frequent users of West Coast radio, on June 2 starts a 13-week summer campaign on 13 California stations, using 100-word night announcements five times weekly. Stations are KHJ KGB KFXM KPMC KXO KVEC KFRC KIEM KVCV KTKC KDON KARM KFBK. Agency is Buchanan & Co., Los Angeles.

WBBM, Chicago, on April 14 started a six-weekly quarter-hour *Morning Sports Page* program. Series is conducted by Warren Brown, sports writer for the *Chicago Herald-American*, and presents highlights of the sports scene, predictions for the day's baseball games and other major sports events. The program is sponsored by the Morris B. Sachs Clothing Co., Chicago, through Wade Adv. Agency, same city, on Monday, Wednesday and Friday, and Local Loan Co., Chicago, through George H. Hartman Co., same city, on Tuesday, Thursday and Saturday, 7:15-7:30 a.m. (CST).

AMERICAN HOME PRODUCTS, Jersey City, and Sterling Products, Wheeling, on April 14 renewed for 52 weeks the two-hour block of transcribed programs, 1:15-3:15 p.m., on WMCA, New York. Blackett-Sample-Hummert, New York, is agency.

IT'S BIG!



The MAGIC CIRCLE

SOON—
5000 richly laden watts night and day to serve the Magic Circle — richest and most populous in all the Southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

THE FACE OF THE WAR—
AS SEEN BY SAM CUFF

IT'S NEW! IT'S DIFFERENT! IT'S IMPORTANT!
ANOTHER FIRST IN NBC RECORDED PROGRAMS!

THERE's absolutely nothing like this new NBC recorded program. It's a brand-new approach to the news behind the headlines of today.

Sam Cuff, author, traveler, lecturer who *really knows his subject*, tells in simple, understandable language how geography, climate, resources and other factors govern present moves on the European chessboard. In brilliant and penetrating analyses Mr. Cuff explains not only *what* is happening but *why*... takes listeners behind scenes to answer the scores of questions millions of news-hungry Americans are asking daily.

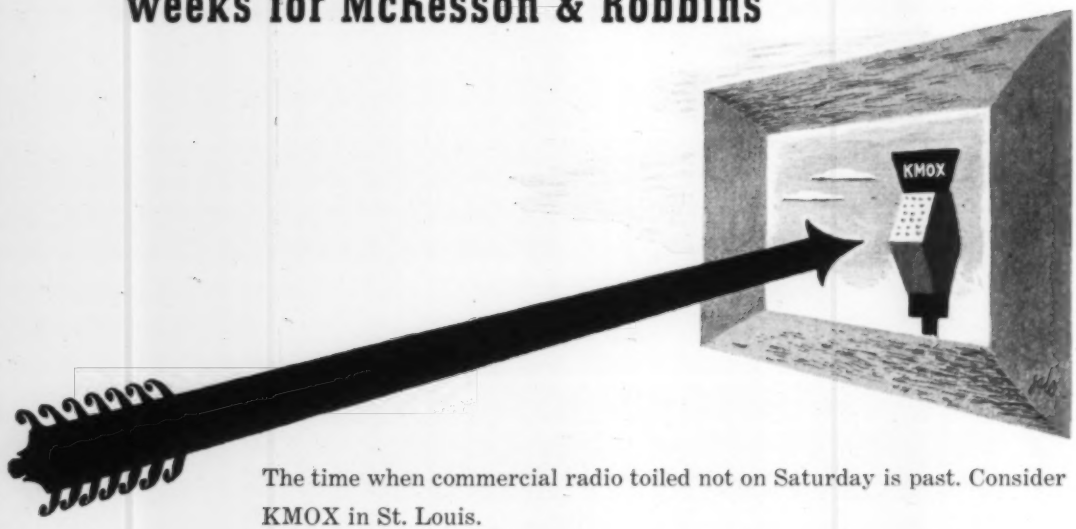
"The Face of the War" is a five-minute, two-a-week, 13-week series kept up-to-the-minute and abreast of events by current recording. It's a program that's picking up station after station —all with sponsors—and drawing enthusiastic comment from advertisers, stations and listeners in every section. It's selling banking service, insurance, oil, men's clothing—everything! Put it to work for *you*.

Write today for presentation, rates, and availability in your city. It's by far the best sales bet in the commentary field today.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, N.Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D.C. • Sunset & Vine, Hollywood

Saturday's radio works for a living!... and pulls 1,068,593 'votes' in 5 weeks for McKesson & Robbins



The time when commercial radio toiled not on Saturday is past. Consider KMOX in St. Louis.

A year ago nine "pioneering" advertisers had Saturday morning and afternoon programs on KMOX. They were discovering that we can sell to the thousands of listeners we entertain, instruct and excite on Saturday just as well as we do on Friday or Thursday or Tuesday.

Today there are twice this number—18 advertisers sponsoring a total of 25 quarter-hours on KMOX between 6:00 A.M. and 6:00 P.M. Saturdays.

Typical among them is McKesson & Robbins, sponsor of a half-hour amateur program called "The Opportunity Hour" and broadcast each Saturday morning, with cash prizes for contestants who secure the most votes from the listening audience. In the very first week of the show, the votes totalled 132,807. The second week vote was 182,892. The third week went to 222,891 and the fourth reached 238,056. And in the fifth week 291,947 votes were cast. A total for five weeks of 1,068,593! *All voting was done in drug stores by* CASH *customers only.*

There are still some choice time availabilities in KMOX' Saturday schedule. We, or any Radio Sales office, shall be glad to tell you how to take advantage of them.

KMOX ★ **THE VOICE OF ST. LOUIS • 50,000 WATTS**

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York · Chicago Detroit · Charlotte, North Carolina · San Francisco · Los Angeles

RE-COR CAMERA Corp., Chicag (Re-Cor cameras) on April 1 start a test campaign of six-weekly sp announcements on WIBW, Topek Agency is Newby, Peron & Flinterzi Chicago. Walter Zivi is account exec tive.

SNYDER AIRCRAFT Corp. (sub. Chicago School of Aircraft Instru ments), Chicago, on April 20 starts 13-time test of five, five-minute Sunda dramatized programs on WAAF, sam city. The stories, written and produce by E. Sherman Perlman, radio dire tor of Lane, Benson & McClure, Ch cago, the agency handling the accoun depict incidents in which aviators hav been saved due to knowledge of instru ment operation. If the test is succes ful additional stations will be used.

STANDARD FEDERAL SAVING & Loan Assn., Los Angeles, out radio for some time, on April 7 starte a five-weekly, five-minute afterno newscast on KFWB, Hollywood, Co tract is for 52 weeks. Darwin H. Clar Adv., Los Angeles, has the account.

IOWA TRACTOR & IMPLEMEN Co., Des Moines, (Ford Tractors) o April 7 started a thrice-weekly quarte hour program *Farm News* by Her Plambeck on WHO, same city. Co tract is for 78 times. Agency Weston-Barnett, Waterloo, Ia.

COMMUNITY FEDERAL Savin & Loan Assn., Berkeley, Cal., recent started a radio campaign, using 10 word announcements on KROW, Oak land, and KRE, Berkeley. Agency Fletcher Udall & Associates, San Francisco.

MORTON SALT Co., Chicago, is running a 13-week schedule of six weekly participation announcements o Galen Drake's program on KSFO, San Francisco. Agency is Blackett-Sample Hummert, Chicago.

Cosmetic Campaign

DR. ELLIS SALES Co., Pittsburgh (cosmetics), on April 1 started six weekly spot announcements on the *Novel Tones* program on WFIL, Philadelphia. In addition firm is currently sponsoring a thrice-weekly five-minute program *Hollywood Murmurs*, featuring Gloria Grant, on WAAF, Chicago; two participating announcements weekly in *Janet Ross Shopping Circle* on KDKA, Pittsburgh; *Caroline Cabot Shopping Service* on WEEI, Boston; Ruth Merriam Wells' program on WGAR, Cleveland; *Sally Work's Column* on WBEN, Buffalo; three participating announcements weekly on *Home Chats*, featuring Myrtle Labbitt, on CKLW, Detroit; *Your Timekeeper* on WRC, Washington; *Woman's Hour*, featuring Ruth Lyon, on WKRC, Cincinnati. All contracts are for 13 weeks with the exception of KDKA which is for 43 times. Agency is Smith, Hoffman & Smith, Pittsburgh.

Shade Firm's Spots

SYDNEY-THOMAS Corp., Cincinnati (window shades), is making a test campaign using participation in home forum programs on KDKA WNAC WGAR WJR KMOX WLS KMBC WSAI. WKRC, Cincinnati, used for a few weeks last year, may be added later. Agency is Julian J. Behr Co., Cincinnati.

IN THE March 31 issue of BROADCASTING it was stated that Joseph Bogner had severed connection with Bogner & Martin, station representatives. This was incorrect. Mr. Bogner will continue his interest in the firm of Bogner & Martin.

Network Accounts

All time EDST unless otherwise indicated.

New Business

NEIGHBORS OF WOODCRAFT, Portland (insurance), on May 2 starts for 52 weeks *Grandpappy & His Pals* on 23 NBC-Blue stations, Fri., 8-8:30 p.m. (PST). Agency: Mac Wilkins & Cole, Portland.

F. W. FITCH Co., Des Moines (shampoo), on May 3 starts a variety show on 10 NBC-Red network stations, Saturday, 9:45-10 a.m. (CDST). Agency: L. W. Ramsey Co., Davenport, Ia.

Renewal Accounts

PURE OIL Co., Chicago, on May 13 renews for 52 weeks *Kaltenborn Edits the News* on 38 NBC-Red stations, Tues., Thurs., Sat., 7:45-8 p.m. (EST). Agency: Leo Burnet Co., Chicago.

MARROW'S Inc., Chicago (Mar-O-Oil shampoo), on April 8 renewed for 13 weeks *Hollywood Whispers* on 37 MBS stations, Tues., Thurs., 12:30-12:45 p.m. (EST), with West Coast repeat, 10:15-10:30 a.m. (PST). Agency: Hays MacFarland & Co., Chicago.

AMERICAN OIL Co., Baltimore, on April 28 renews Edwin C. Hill in *Human Side of the News* on 50 CBS stations, Mon. thru Fri., 6-6:10 p.m. Agency: Joseph Katz Co., Baltimore.

IRONIZED YEAST Co., Atlanta, on April 20 renewed for 52 weeks *Good Will Hour* on 47 NBC-Blue stations, Sun., 10-1 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

Network Changes

WILLIAMSON CANDY Co., Jersey City (Oh Henry bars), on April 28 shifts *Famous Jury Trials* from 15 NBC-Blue stations, Mon., 7-7:30 p.m. (EST), to 66 NBC-Blue stations, Mon., 10-10:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on April 27 replaces *Silver Theater* with *Silver Theater Summer Show* on 57 CBS stations, Sun., 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

HECKER PRODUCTS Corp., New York (Shinola), on May 3 adds 15 NBC-Red stations to *Lincoln Highway*, making total 75 NBC-Red, Sat., 10-10:30 a.m. Agency: Benton & Bowles, N. Y.

N. Y. Agency Merger

CECIL & PRESBREY, New York, on May 1 will absorb Husband & Thomas, New York. James M. Cecil, president of the former agency, will continue in that position; David C. Thomas, president of the latter agency, will become secretary and treasurer; H. L. Kneeland, vice-president of Husband & Thomas, will retain that post in the new organization.

WANTED

Experienced radio-time salesman between 22 and 35 years old, for popular 1000 watt regional station, located in a Middle Atlantic State and serving a primary area of 1,700,000 people. Chance for advancement. Replies will be held in strict confidence. Send complete qualifications and photo to Box 327, BROADCASTING.

Daylight Change

ANNUAL spring change of network and station program schedules from standard to daylight saving time will take place at 2 a.m., Sunday, April 27. All major network schedules will be based on daylight time.

A PARTY FOR KATE

Songstress to Be Guest on Tenth Anniversary

WHEN Kate Smith celebrates her tenth anniversary on the air April 25, William S. Paley, president of CBS, and Clarence Francis, president of General Foods Corp., New York, present sponsor of her programs, will be guests on the CBS *Kate Smith Hour* to extend her congratulatory messages.

After the broadcast, CBS will give Kate Smith a party at the Hotel Astor, New York, organized by Louis Ruppel, CBS director of publicity; Bill Thomas, director of publicity of Young & Rubicam, New York, General Foods' agency, and Bill Maloney, who handles publicity for the Kate Smith-Ted Collins office.

Kate Smith's first sponsored program began for Congress Cigar Co. in 1931 on CBS. In the fall of 1934 she started a program for Hudson Motor Co., and in 1935 began her two-year series on CBS for the Great Atlantic & Pacific Tea Co. She has been sponsored since 1937 by General Foods on the *Kate Smith Hour* and by that company on her noon-day chats on CBS since 1938.

CBS Payment Plan

CBS STOCKHOLDERS, at the annual meeting of the corporation April 16, adopted a plan allowing additional compensation up to 6% of net profits for certain executives and employes and named Price, Waterhouse & Co., New York, as independent auditors for the company. The stockholders also re-elected all directors. Class A directors are Prescott S. Bush, J. A. W. Iglehart, Paul W. Kesten, Dorsay Richardson and Herbert Bayard Swope. Class B directors are William S. Paley, John J. Burns, Ralph F. Colin, Gen. Malin Craig, Isaac D. Levy, Leon Levy and Mefford R. Runyon.

Stacy W. Page

STACY W. PAGE, 60, former vice-president and director of BBDO, died April 17 after a long illness. Mr. Page, who retired from the firm last year because of ill health, started his career with Austin Nichols & Co., as a clerk and five years later, in 1905, joined Procter & Gamble, remaining with them until 1919. In that year he joined the Boston office of the George Batten Co. as account executive. When that company merged with Batton, Durstine & Osborn, he served as new business head of the company and later was in charge of a division specializing in the promotion of package goods. He had also been associated with the Curtis Publishing Co. in Boston.

90% GOES TO RADIO

Tulsa Clothing Firm Uses Air For Its Promotion

BELL CLOTHING Co. of Tulsa in placing 90% of its advertising schedule on KVOO has realized over a 60% return from out-of-town business. Never having missed a day on the station since placing its first radio advertising contract in 1934, the company, with stores in Oklahoma City and Tulsa, renewed for the seventh successive year.

At the signing of 1941 contract were (l to r) Wm. B. Way, vice-president and general manager of KVOO, Gene Esterline, general manager of Bell Clothing Co., Tulsa and F. Kenyon Brown, account executive.

Starting with a program centering around the "Bell Boys," who are now heard on the current Gene Autry series, and who are under contract to Republic Pictures, Bell Clothes in 1939 started a quarter-hour daily newscast, working on a four-day rotating schedule, using a different time schedule for four successive days. As a result of the increased demands on the Tulsa store, it has been doubled in size, and its personnel increased.

Women's Radio Lunch To Hear Annual Awards

WOMEN'S National Radio Committee has issued invitations to its annual awards luncheon, to be held May 13 at the Hotel Astor, New York. Awards, this year going to programs which have advanced the cause of democracy, will again be presented by Mme. Yolanda Mero-Irion, WNRC chairman.

A special award will be made to Mrs. Franklin D. Roosevelt. Speakers are Raymond Gram Swing, MBS commentator, "Radio as a Force in Education for Democracy in the United States"; Dr. Antonion C. Gonzalez, recently appointed assistant director of Latin American relations of CBS, "Radio and Pan-American Relations"; John Gunther, NBC commentator and author, "Radio and World Wide Democracy."

CANADIAN Broadcasting Corporation's Network Rate Card No. 4, dated April 1, has been released and lists all affiliated stations, their rates and their new facilities under the Havana Treaty allocations.

KDTH, Dubuque, Ia., which starts operations April 27, will join MBS as the netwerk's 178th affiliate. Owned by the *Dubuque Telegraph-Herald*, KDTH will operate fulltime on 1370 kc., with 1000 watts.

WFIL

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

66⅔% of DAY & NIGHT

As Reported by C. E. HOOPER, Inc.

NBC BLUE QUAKER NETWORK

Rep. by Ed. Petry & Co., Inc.

"Didja know, Chief, that WFDF Flint Michigan is now a kilowatt on 910?"

KFRC

5000 WATTS DAY AND NIGHT BLANKETS 33 CENTRAL AND NORTHERN CALIFORNIA COUNTIES ... AN AREA OF OVER 2,500,000 POPULATION

The Pioneer Voice of Kansas

KFBI WICHITA

5000 day
1000 nite
1070 Kc.

MUSICIANS AT KWK WORK DAY-TO-DAY

FOLLOWING a conference with James C. Petrillo, president of the American Federation of Musicians, Robert T. Convey, president of KWK, St. Louis, has announced return of staff musicians to the station on a day-to-day basis, pending settlement of an employment dispute which resulted in a walk-out April 6.

The musicians returned April 12 under the arrangement suggested by Petrillo, it was said, with further conversations to be held regarding a full settlement.

The rupture in negotiations developed on the issue of year-round retention of a staff band of 10. Mr. Convey had proposed that the quota be reduced to 7 during the summer, with a 15-man orchestra to be retained from Oct. 1 to Jan. 1. In that fashion, the same amount of money would be expended but the work distributed on a seasonal basis. Sam Meyers, head of the St. Louis local, refused to accede to this arrangement and the men walked out. Subsequently, remote pickups for MBS, involving KWK, were ordered discontinued.

SESAC has announced that Maxwell Weaner, New York music publisher, is its latest affiliate.

Enriched Bread

(Continued From Page 11)

of food products—FDA and FTC—have announced they will not let the situation get out of hand. Advertisers can go as far as they like as long as they stick to the truth.

In this particular case, the truth is stranger than fiction. There is plenty to be said about "Enriched" bread and flour without getting off-base so one or both of the agencies can have a chance to crackdown. The sad part, however, is that some advertisers already have gone too far. With so much that can be truthfully said about the new products, industry leaders are hoping that, for the good of all concerned—advertising media as well as everybody else—enough restraint will be shown to prevent drastic Government regulatory action, which might choke the program at length.

Although a number of millers and bakers started production of "Enriched" flour and bread immediately after the Research Council Committee gave it the "big push", a majority held back to see what the Food & Drug Administration would do in the standardization line. This is the reason why there has been some advertising of the program already, and why the *big campaign* still lies ahead. Those who went ahead found, to their sorrow, that FDA was not entirely satisfied with the program worked out by the Research Council Committee.

And, since FDA has complete control over the content and naming of standardized foods, this is important. When FDA issued its tentative standard, millers found they would have to add still another vitamin to their flour—and later bakers would have to incorporate it in bread. This time it is riboflavin (or vitamin B (two) or G), another member of the B complex which, according to nutritionists, will cause inflammation of the eyes, mouth and tongue when deficient in the diet.

This isn't all there is to the story, but it will suffice to indicate the magnitude of the campaign on which the bakers and millers will embark in the near future. There are many other details—there are the variety of processes for incorporating the various vitamins and minerals into bread and flour, but an explanation of these processes and their virtues is a matter to be left to paid advertising time.

In the days to come, newspaper and magazine columns and radio news broadcasts will contain plenty of news material dealing with the national defense nutrition program headed by Federal Security Administrator McNutt. "Enriched" bread and flour will be in the forefront of this news material. Advertisers undoubtedly will tie this material into their campaigns.

Already two top-flight advertising and promotion men have found their way to Washington to work on the nutrition program. Paul Cornell, former head of the American Assn. of Advertising Agencies, has come from virtual retirement to act as liaison man between the milling and baking industries and Government nutrition agencies. Henry [illegible] Sell, of Blaker Adv. Agency, New York, and former head of "Vitamins-Plus", is acting as a part-time nutrition promotion consultant [illegible] Secretary of Agriculture Wickard.

A word of caution—there is danger of killing the goose that is laying the golden egg. Despite quasi-Governmental sponsorship of the enrichment program, the two Government regulatory agencies dealing with advertising and labeling of food products—FDA and FTC—have announced they will not let the situation get out of hand. Advertisers can go as far as they like as long as they stick to the truth.

In this particular case, the truth is stranger than fiction. There is plenty to be said about "Enriched" bread and flour without getting off-base so one or both of the agencies can have a chance to crack-down. The sad part, however, is that some advertisers already have gone too far! With so much that can be truthfully said about the new products, industry leaders are hoping that, for the good of all concerned—advertising media as well as everybody else—enough restraint will be shown to prevent drastic Government regulatory action, which might choke the program at length.

CONTRACTS GALORE abound at WACO, Waco, Tex., the management claims. Typical Waco scene is said to be contract renewal ceremony a sponsor's office—in this case that of L. Fred & Son Jewelers which signed for six quarter-hour news programs a week. Present at signing were (l to r) D. D. Davidson, credit manager; Lee Glasgow general manager of WACO; Isie Fred, owner of L. Fred & Son; Bernard Helton, newscaster; Hugh Tarrant, a member of the WACO sales staff.

BALTIMORE INSTITUTIONS:

WASHINGTON MONUMENT

First monument to Washington erected in the U. S.

and

WFBR

Maryland's Pioneer Broadcast Station

Because WFBR keeps a finger on the local pulse; because WFBR covers matters of local as well as national import, it is respected as a Baltimore institution.

That public acceptance gives more "pull" to your radio advertising when you use WFBR.

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.

WANTED

by independent station in major market

Musical Director with successful program experience in building both hillbilly and popular type shows. Experience must include ordinary ability with some musical instrument. Salary $100 weekly. Box 381, BROADCASTING.

AGENCY Appointments

MINWAX Co., New York (floor wax), to R. T. O'Connell Co., New York. Company has used announcements on participating programs in the past and is expected to include radio in summer advertising schedule, to be announced in about a month.

MYSTIC LABS., Jersey City (Immac), to Lawrence C. Gumbinner Adv. Agency, New York. Radio plans have not been formulated as yet.

BABY-TOUCH HAIR REMOVER Co., St. Louis, to Kelly, Stuhlman & Zahrndt, St. Louis. No radio plans at present.

SPOT-CHECK Co., Chicago (cleaning fluid) to Duane Wanamaker-Adv., same city. No radio plans at present.

SHELBOURNE HOTEL, Miami Beach, to J. M. Korn & Co., Philadelphia.

NAYLEE CHEMICAL Co., Philadelphia (Rainbow bleach), to Rose-Martin, New York.

TOTUS MFG. Co., Philadelphia (Van-X dog foods), to Carter-Thomson Co., Philadelphia.

VAL-LO-WILL FARMS, Lake Geneva, Wis. (Chicken Shops, chain), to Duane Wanamaker-Adv., Chicago. No radio plans at present.

DREWRYS DRY GINGER ALE U. S. A., Detroit, to Livingstone Porter Hicks Agency, Detroit; said to use radio.

MYSTIC LABS., Jersey City, to Lawrence C. Gumbinner Adv. Agency, N. Y., for Immac.

CREOMULSION Co., Atlanta, to Harvey-Massengale Co., Atlanta.

COMMONWEALTH OF PENNSYLVANIA, Harrisburg (tourist advertising), to Benjamin Eshleman Co., Philadelphia.

GLAZO Inc., New York, to Craven & Hedrick, N. Y.

STEWART & ASHBY COFFEE Co., Chicago, to Roche, Williams & Cunnyngham, Chicago. On April 14 firm started a 13-week schedule of six-weekly participations in the *June Baker Home Management* program on WGN, Chicago.

BORDEN Co., New York (Fluid Milk, Horton's ice cream divisions), to Young & Rubicam, N. Y.

FELLOWS MEDICAL MFG. Co., New York (Canadian advertising), to A. J. Denne & Co., Toronto.

E. FOUGERA & Co., New York (Ramsdell sulphur cream), to Street & Finney, N. Y.

GENERAL ELECTRIC Co., Pittsfield, Mass. (plastic dept.), to Leighton & Nelson, Schenectady.

HOTEL PURITAN, Boston, to Edward H. Ribbany, Boston; radio, newspaper and direct mail are being used.

WSVA Improvements

WSVA, Harrisonburg, Va., in preparation for its increase in power to 1,000 watts, scheduled for May 1, will undergo a series of tests about April 25. A new transmitter and a 325-foot Blaw Knox tower have been installed. The tower is claimed to be the tallest man-made structure in the Shenandoah Valley, its beacon headdress being visible from locations in both Harrisonburg and Staunton.

WHEC FRAMES BOWLING STRIKE

Weekly Festival From Alleys Draws Wide Interest Among Rochester Radio Listeners

By GUNNAR WIIG
Manager, WHEC, Rochester

PARDON US, but even with a few "frames" remaining in the series of bowling broadcasts conducted by this sports-minded station this winter, WHEC scores itself with "300" for the program's success in comprehensively covering bowling activities, building interest in the sport, providing unusual entertainment and instruction for its late-evening audience, and in more than meeting the expectations of Rochester bowlers. For this was the first presentation in Rochester of "play-by-play" bowling description.

With an estimated 25,000 persons bowling regularly in the city, WHEC decided that more time could be devoted to pin-pickers and that a general program incorporating all phases of the sport would prove of greatest interest to listeners and simultaneously best serve the sport. Lines were put in Buonomo's local bowling hall, and throughout the entire 1940-41 season, Monday nights from 11:05 to 11:45, have been devoted exclusively to bowling.

Rumble of Balls

A novel sound effect signalizes the beginning of each broadcast. An engineer stands half-way down the alleys with a microphone picking up the rumble of two balls on adjacent alleys, and the resultant crash with the tenpins is now a well-known signature of 40 fast minutes of broadcast action.

The program each week consists of several features. There is a pin-by-pin, ball-by-ball description of the closing frames of one of the feature matches. Two outstanding men and women Rochester bowlers, selected each week as guests, are interviewed on their bowling background and highlights of their careers. With theatre tickets at stake, these two then engage in a split-picking contest.

Another popular feature is a question-and-answer session during which the knowledge of the guests is put on the spot by questions from listeners. An impartial board of judges chooses the most interesting questions from the large number received each week. Correct answers are rewarded with theatre tickets, and stumpers get the tickets for those who sent them in. Program concludes with general news on bowling and the listing of the high scorers rolling on the various alleys throughout the city on each particular night.

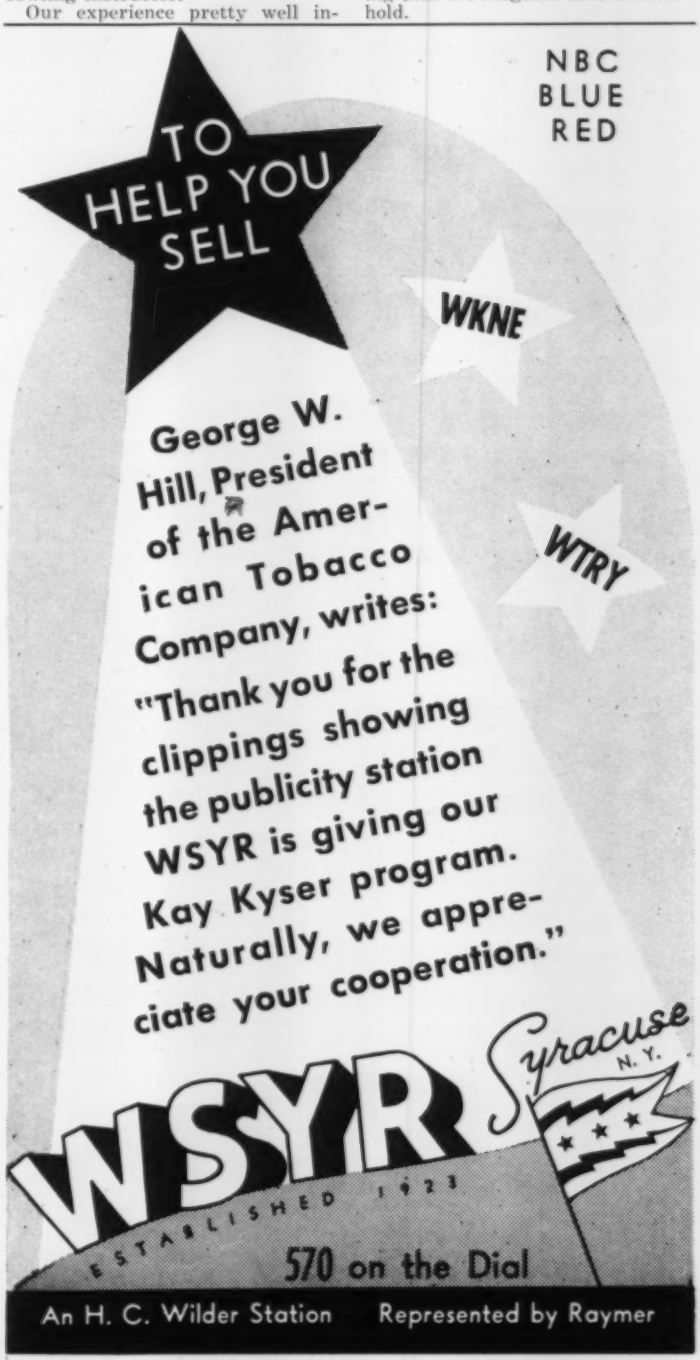
Because of the interest created by this new series, arrangements were made at the invitation of the Eastman Kodak Co. to broadcast its annual inter-plant match. Other specially planned broadcasts included descriptions from the feature team-match between the city's two outstanding feminine teams, and the semi-finals of the Rochester *Times-Union* women's handicap championship bowling tournament.

All the bowling broadcasts were presented by WHEC's sports director, Lowell MacMillan, assisted by Tony Buonomo, the city's No. 1 bowling instructor.

Our experience pretty well indicates that other stations, who might not have done much in the sport, will find strikes "made" and not "called" in good-will and listener-interest with the presentation of such a series.

Huss Wins Award

PIERRE J. HUSS, Berlin correspondent and central European manager of INS, on April 24, will be awarded the George R. Holmes Memorial Trophy for 1940, at a luncheon at New York's Waldorf-Astoria before 500 editors from all parts of the country at the annual convention of the American Newspaper Publishers' Assn. Cited for "the best example of an INS reporters' work", Huss will be declared the winner on the basis of battle-line dispatches, describing the collapse of Belgium and predicting that the Maginot Line could not hold.


NBC
BLUE
RED
TO HELP YOU SELL
WKNE
WTRY
George W. Hill, President of the American Tobacco Company, writes:
"Thank you for the clippings showing the publicity station WSYR is giving our Kay Kyser program. Naturally, we appreciate your cooperation."
WSYR
Syracuse N. Y.
ESTABLISHED 1923
570 on the Dial
An H. C. Wilder Station
Represented by Raymer

5000 WATTS DIRECTIONAL
WBNX
NEW YORK
TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET-
Metropolitan New York

We have THE VERY IDEA
for your radio advertising.
One minute or one hour—
live or transcribed.
The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Problems Created by the Treaty

(Continued from page 16)

sibility of conflict exists in the use of any of the total 106 channels. The Agreement, at least in theory, recognizes the right of all countries to use every channel in the broadcast band.

In practice, the possibility of conflict is in relation to power and class of station. For example, conflict between Class IV stations in different countries is not likely to occur, except in the border or near border states. Class III stations may present conflicts, and assignments of fulltime stations on any clear channel are apt to involve conflicts. A clear channel to which has been assigned a Class I-A station cannot be shared in another country, unless the proposed station is at least 650 miles from the nearest border.

Conflicts to Come

Interference conflicts between proposed assignments in different countries or between a proposed assignment and existing assignments will vary in degree from those which are obviously mutually exclusive to those which call for a determination of law and fact in the particular case.

At least one applicant has already been deprived of any opportunity for favorable action by the Commission because of the prior registration of a conflicting assignment in another country.

Another applicant has been required to prove in a hearing that his proposed assignment is in compliance with the Agreement. Another applicant has been confronted with an official engineering opinion that there is a "double standard" of interference, based upon the difference between a root-sum-square field intensity with a 70% limitation [*Standards of Good Engineering Practice*] and a root-mean-square without any limitation [Agreement, Section II D 2].

A problem of foremost importance concerns the apparent conflict between Appendix I and the initial notifications. This question determines what clear channels were assigned to the countries under the Agreement.

The Agreement in a sense preempts priority of use of the clear channels in the several countries, which is not so of regional or local channels. There is divided opinion as to whether the assignment of such clear channels was affected by Appendix I or by the initial notifications which were actually registered and put into effect.

The notifications actually made differ in many respects from the assignments intended under Appendix I. There are differences as to frequencies, class of stations, location of stations and operating power, and, in some instances, registrations were not made on frequencies listed.

To illustrate, under Appendix I "priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country." Canada is assigned 14 but it filed registrations on 17 Class I and Class II stations.

Cuba is assigned nine but it filed registrations on 21 Class I and Class II stations. Mexico is assigned 15 but it filed registrations on 29 Class I and Class II stations. The United States is assigned 63 but it filed registrations on 75 Class I and Class II stations.

Some 39 Class I and Class II stations were registered in addition to those listed in the Appendix. If priority of use is limited to the number shown in the Appendix, what is the priority status of the additional 39 Class I and Class II stations?

The other opinion is that the initial notifications under Section III were the ones which the treaty (which in this respect was not self-executing) actually put into effect and that the initial registrations operated as a modification of Appendix I. In this case, the priority reserved under Section II is limited to the assignments in fact registered. Each initial list is designated "assignments".

Change in Procedure

Another problem of some urgency has to do with procedure for registration of assignments and the determination of conflicts between notifications (Section III).

To illustrate, an applicant applies for the use of a frequency in the United States and there is no conflict with any existing station in the United States or in the North American Region, or existing stations are adequately protected by a proposed directional antenna.

The Commission grants the application and proceeds to effect registration of the assignment. It is then discovered that there is a conflicting assignment just previously registered for use of the frequency in another country.

If both assignments are in accordance with the terms of the Agreement, the American applicant, although given a grant by the Commission, is precluded from operation. There can be many variations of the problem illustrated. Obviously, it is serious, if applicants are in continuous jeopardy of conflicting prior registrations.

The Commission is understood to be working on procedure for notifications. Whether or not the procedure evolved will give an applicant before the Commission any protection pending action by the Commission upon the application is still problematical.

Will the Commission give tentative notification of each application filed? Will registration by the Commission be made at the time the application is granted? Will registration be withheld until after petitions for rehearing have been disposed of? Or until after time for appeal has expired?

Up to Supreme Court

Suppose the Commission grants an application for a new station on May 1, 1941, and registration is promptly filed which has priority. Such priority of notification is forfeited under the terms of the treaty, unless the new station within one year, has "actually commenced continuous operation".

Suppose in this case an appeal is taken from the Commission's decision and carried to the United States Supreme Court, which might take more than one year. Even though the United States Supreme Court affirms the Commission's grant, the applicant may lose priority and be precluded from operation.

An applicant before the Commission is now required to submit a great deal of engineering and other data in support of the application, which may involve considerable expense. From the time an applicant decides to file an application until after it is granted by the Commission, he is in jeopardy of a prior registration which may preclude use of the assignment requested.

In the case of conflicting notifications received at Havana, priority in the date of mailing governs. Notification is required by registered mail. After the filing of any notification, each government has

30 days within which to make an objection.

There is no procedure yet for promptly advising the industry of notifications officially registered with the Inter-American Radio Office. It is understood that these matters and procedure for notifications and determination of conflicts is being given thorough consideration at the Commission and at the Department of State.

Limit on Priority

A third problem of equal importance concerns the limitations, if any, on priority in the use of channels assigned either by the initial notifications or by Appendix I. Is the priority nationwide or limited to the assigned location? Is the priority preempted for one assignment or for multiple assignments within the same country?

Is priority on any channel frozen for five years, or for one year? Or does any assignment in accordance with the Agreement, if not objected to within 30 days, obtain priority? Can priority be maintained where the assignment as to power or as to class of station is not "in accordance with the Agreement"? There are many such questions and their importance cannot be discounted at this time.

Documents outside of the Agreement and the Appendix include the various footnotes in the initial notifications and the gentlemen's agreement between Mexico and the United States recently made available as *Executive Agreement Series No. 196: Radiobroadcasting Agreement between the United States of America and Mexico* [Government Printing Office, 5 cents]. Insofar as such documents may derogate from rights expressly granted under the Agreement, there are problems of legal construction. (See also *Executive Agreement Series* No. 109, and No. 136.)

The questions suggested above are by no means inclusive. However, enough has been indicated to show that day by day the industry is going to feel the effects of the treatment administered under the Agreement—good, bad, or indifferent—for a long time to come, at least until March 29, 1946. It is important now to look ahead at the problems arising in the coming months.

WLAN are the call letters assigned to the new station in Endicott, N. Y., granted March 12 to Thomas J. Watson to operate with 250 watts on 1450 kc. [BROADCASTING, March 17].

WANTED
Chief Engineer

with executive ability and experience with maintenance of direction array. Salary $75 weekly. Box 382, BROADCASTING.

THESE MEN IN WHITE are not surgeons. When a Detroit columnist said that hundreds of TB patients in Detroit's Herman Kiefer Hospital were without their radios because there was no fund to finance the change of push buttons, WJR went to work. Leo Fitzpatrick, general manager, sent Control Chief A. Friendenthal (left) and his assistant, Colin McClellan, to the scene. They are shown in white surgeon's coats as they dug into the job. The patients are now hearing their favorite stations for the first time since the reallocation went into effect.

Baseball in Washington Is Sponsored on WMAL

GENERAL MILLS, Minneapolis, and L. P. Steuart Inc., Washington dealer for various Chrysler cars, are cooperatively sponsoring baseball games of the Washington Senators, American League team. Broadcasts started April 16 on WMAL, NBC - Blue Washington key. Arch McDonald, loaned by WJSV, Washington, is announcing, assisted by Ray Michael, NBC-Washington sports announcer.

Under the contract with Clark Griffith, head of the ball club, the sponsors are understood to be paying $20,000 for rights to the games, a $10,000 reduction from asking price. Negotiations had been delayed while the Steuart firm arranged with Chrysler to obtain a supply of new cars to meet the anticipated demand. No war clause is included in the contract. Until the daylight time shift of schedules, game broadcasts will start at 4:15. After April 26 they will start at 3:15. Agency for General Mills is Knox Reeves Adv.; for Steuart, J. Stirling Getchell Inc., New York.

ROY SHULTS, formerly in the sales department of Wm. G. Rambeau Co., New York, and previously of Compton Adv., New York, has joined the sales staff of International Radio Sales.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios
1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

Rishworth to NBC

THOMAS D. RISHWORTH, since 1932 educational director of KSTP, St. Paul, on May 1 will join NBC as assistant director of public service programs in the eastern division. He will assist Dr. Harrison B. Summers, director of public service programs in that division, who also becomes acting director of religious programs May 1 when Dr. Franklin Dunham goes on leave of absence from NBC to become executive director of the National Catholic Community Service.

Two FM Transmitters Are Ordered From REL

W53PH, Philadelphia, and W39B, Mt. Washington-Boston, have each ordered 10,000-watt FM transmitters from Radio Engineering Labs., according to announcement April 19 by Col. Gustavus Reiniger, REL sales manager. The No. 520DL units, the third development in REL's 10 kw. transmitter construction, feature a unique design combining air-cooling ducts for 10 kw. tubes and the plate circuit of the final stages of amplification with mechanical support for the high-powered tubes.

The John Shepard 3d FM station on the peak of Mt. Washington at present is using a temporary installation of the well-traveled REL 1 kw. transmitter which was used for demonstration purposes at the last NAB convention. However, as soon as weather conditions permit, the Mt. Washington station will install its 10 kw. transmitter.

General Food Shift

GENERAL FOODS Corp., New York, in June will change the commercials of the daytime serial *Home of the Brave* for 13 weeks from Swansdown cake flour and Calumet baking powder under the direction of Young & Rubicam, New York, to Certo and Sure-Jell, handled by Benton & Bowles, New York. Starting in early May, 10 of the 80 stations carrying the program will advertise the latter products. Program shifts from CBS at 2:45-3 p.m. to NBC-Red at 5-5:15 p.m. on April 28 [BROADCASTING, March 17].

RESPONSE-ABLE COVERAGE

It's big news in Central-Southwestern Coverage when KWKH reaches 425,683 Listening families* . . . that, Mister, is circulation! If it's maximum results you're after, let KWKH tell your message to 425,683 families* . . . and THAT, Mister, is our RESPONSE-ABILITY.

50,000 WATTS — CBS
425,683 FAMILIES

KWKH

SHREVEPORT
LOUISIANA

*CBS Audit—Nighttime Coverage
Primary — 169,000 radio families
Secondary—201,150 radio families
Total all areas — 425,683

MEMBER SOUTH CENTRAL QUALITY NETWORK

KWKH — Shreveport • KTBS — Shreveport • KARK — Little Rock
WJDX — Jackson • WMC — Memphis • WSMB — New Orleans

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

NOW THEY LOOK LIKE THIS

(See page 20)

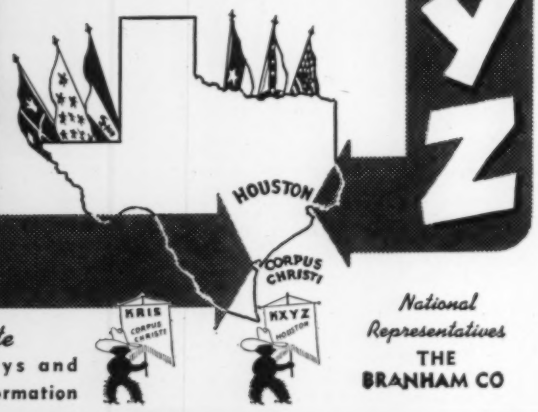
PHOTOGRAPHS ON PAGE 20 in the same (l to r) order show: (1) **Arthur B. Church,** president of KMBC, Kansas City, who was 21 in 1917 when he enlisted and was assigned to the Signal Corps Buzzer School at Fort Leavenworth as an instructor in radio; he mustered out as a sergeant, first class. (2) **Henry C. Merritt,** of the CBS sales department, who served overseas with the 38th Infantry in engagements at the Marne, Chateau Thierry, Nesle, St. Mihiel and Meuse-Argonne, was wounded in action and won the Distinguished Service Cross, Legion of Honor and Croix de Guerre with palm; he rose to a captaincy and while with the Army of Occupation was aide de camp to Maj. Gen. R. L. Howze. (3) **S. C. Vinsonhaler,** manager of KLRA, Little Rock, who served at Fort Sam Houston and Fort Sill with the 3d Cavalry and 19th Field Artillery Brigade in 1917-18; his adjutant at Fort Sill was the present Supreme Court Justice Hugo Black.

In CORPUS CHRISTI KRIS

These TWIN Stations Do a TWIN Selling Job IN SOUTHEAST TEXAS

The Texas GULF COAST was the bright spot on depression maps. TODAY---it is a high spot on 1941 trade maps. If you want to blanket the heart of this rich area, you need the TWIN Stations---KXYZ and KRIS. They offer you TWIN savings, too, FIRST---through combination rates and SECOND---through their BONUS POINT ADVERTISING.

In HOUSTON KXYZ



Write For Surveys and Market Information

National Representatives THE BRANHAM CO

KXYZ HOUSTON NBC • Blue

KRIS CORPUS CHRISTI NBC • Red and Blue

Both Stations MUTUAL and LONE STAR CHAIN affiliates

KOY Cooperates

A HELPING HAND by KOY to its fellow Phoenix station, KTAR, according to the former's press release, enabled KTAR to bring Arizona farmers the noise of water spilling over Roosevelt Dam. Winter rains flooded the entire district and filled the huge reservoirs of the dam for the first time in 20 years, preventing a drought. The KOY special events crew fought its way through a storm to the giant dam for a special broadcast. However, KTAR's special crew was detained by slides and floods. In the emergency KOY Announcer Jack Williams turned a KOY mike over to Lee Carson, KTAR announcer. An interstation line was arranged in Phoenix between the two stations and the big event became a joint cooperative broadcast.

Movie Industry Awards Plaque to 'Screen Guild'

FIRST PLAQUE ever awarded a radio program by the motion picture industry was presented to the CBS *Screen Guild Theatre* on the last broadcast of its current cycle for the Gulf Oil Co., Pittsbugh, April 20.

Mary Pickford, representing the Assn. of Motion Picture Producers, Screen Actors Guild, Screen Directors Guild, and Screen Writers Guild, made one of her rare radio appearances to present the silver plaque to Roger Pryor, director and m.c. of the program. Plaque read—"Award to the Gulf Oil Co.'s program for eminent achievement in furthering the advancement of the allied arts of motion pictures and radio."

The Gulf series has contributed more than $800,000 in the last three seasons to the campaign of the Motion Picture Relief Fund to build a home for needy motion picture industry workers, while this year's receipts will be more than $300,000. Replacing the program April 27 after its current cycle will be *World News Tonight* in the Sunday 7:30-8 p.m. period on CBS. Agency is Young & Rubicam, New York.

Plans for New KRJF

ONLY the general manager and chief engineer of the new KRJF, Miles City, Mont., have been selected thus far, but it is expected the station will be ready for operation by July 1. This is reported by W. F. Flinn, general manager of the Star Printing Co., publisher of the *Miles City Star*, who stated he will be general manager and will select a station and studio manager. Chief engineer, who has already joined the staff, is Henry A. Poole, former Navy and Transradio operator and recently with KWAL, Wallace, Ida. Transmitter and control equipment have been ordered from RCA and tower from Truscon. KRJF will operate with 250 watts on 1340 kc.

WSAM, Saginaw, Mich., has established commercial offices on the mezzanine floor of the Hotel Bancroft.

FIRST FM OUTLET GRANTED MISSOU

MISSOURI was authorized to its first commercial FM ou April 16 when the FCC gran a construction permit to St. Lo U, operator of standard broadca station WEW. The grant, 4 thus far, was for 45.1 mc. to co 13,000 square miles and a popu tion of 1,500,000.

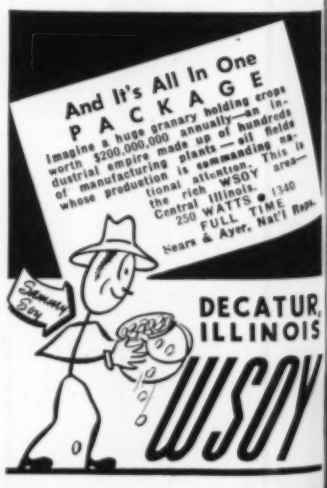
The action leaves two pendi applications for the St. Louis ar before the Commission—one fr the Star-Times Publishing Co., censee of KXOK, seeking 44.7 to cover 12,480 square miles; t other from the Pulitzer Publishi Co., operator of KSD, applying f 43.5 mc. covering 6,564 squa miles. As both are newspap owned, action on the applicati will not be taken by the FCC the present time.

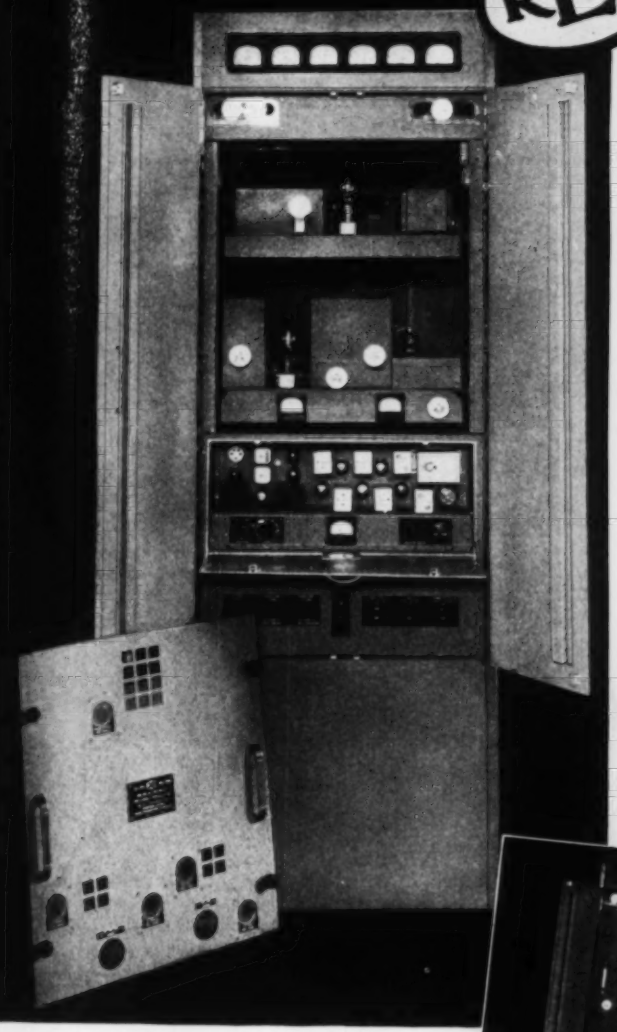
An application for FM facilit was received during the last we from Indianapolis Broadcastin Inc., licensee of WIRE, Indiana olis, 100% owned by Central New papers Inc., publishers of *Hunti ton Herald Press, Lebanon R porter* and *Vincennes Sun-Co mercial*, all Indiana dailies. It see 45.3 mc., covering 13,640 squa miles and a 1,017,471 population.

Other applications were fil with the Commission by Hugh Productions, Division of Hugh Tool Co., asking for an FM st tion in Los Angeles on 44.5 m covering 7,315 square miles and population of 2,575,558 and for f cilities in San Mateo County, Cal also on 44.5 mc. serving 10,7 square miles and a 1,893,802 po ulation. Pending applications no total 58.

Fibber's First

THE APRIL Hooper Radio Report, released April 15, shows *Fibber McGee & Molly* as the top ranking program, leading all other evening programs by a three-point margin. The program was rated in second place in the March Hooper Report, climbing from fourth place in February. Walter Winchell's program in April moved to third place, after being ranked seventh in March. First five programs in the April Report are: *Fibber McGee & Molly*, Jack Benny, Walter Winchell, Bob Hope, Charlie McCarthy.


And It's All In One
P A C K A G E
Imagine a huge granary holding crops worth $200,000,000 annually—an industrial empire made up of hundreds of manufacturing plants—all fields whose production is commanding national attention. This is the rich WSOY area—Central Illinois.
250 WATTS • 1340
FULL TIME
Sears & Ayer, Nat'l Reps.
DECATUR, ILLINOIS
WSOY



FIRST in the Field of F-M BROADCAST RELAY EQUIPMENT

• R. E. L. developed and installed the first F-M Broadcast Transmitters and Relay Equipment. We specialize exclusively in the Armstrong phase-shift method of modulation whereby frequency stability is directly controlled by a crystal, eliminating the necessity of counter feed-back. Our advanced facilities and pioneering research keep R. E. L. F-M equipment far ahead of the rest of the industry. Today, in the broadcast F-M field, you'll find more R. E. L. equipped stations in daily operation than all other makes combined. And NOW R. E. L. offers a line of F-M Broadcast Relay equipment.

HERE'S THE R.E.L. MODEL 538 150 W. F-M RELAY TRANSMITTER

SPECIFICATIONS:

Operating Frequency: 156-161 MC

Frequency Stability: plus minus 500 cycles at 161 MC

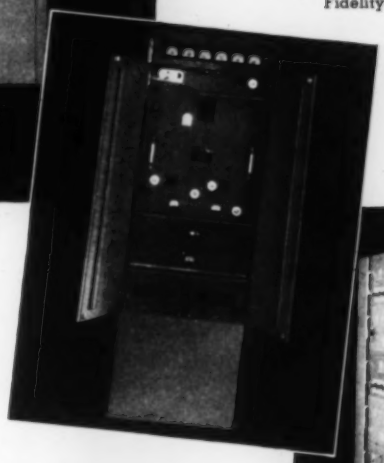
Fidelity: plus minus 1 db. 30-16000 cycles

Distortion: Below 100 cycles 1%
Above 100 cycles less than 1%

Noise Level: 76 db. below 100% modulation—hum included.

Frequency Swing: 100 KC max. for 100% modulation

Contained in single cabinet with necessary power supplies for operation from 220 volts 60 cycles—associated relay pick-up receiver furnished with self-contained power supply for operation from 115 Volt 60 Cycle.



SOON TO BE ANNOUNCED:

The New Model 560 50 WATT F-M Relay Broadcast equipment for operation in the 330-344 megacycle band. Here is the perfect circuit for studio-to-station F-M program relaying AND HERE ARE ADVANCED SPECS:

Operating Frequency: 330-344 MC

Frequency Stability: Plus minus 1000 cycles at 344 MC

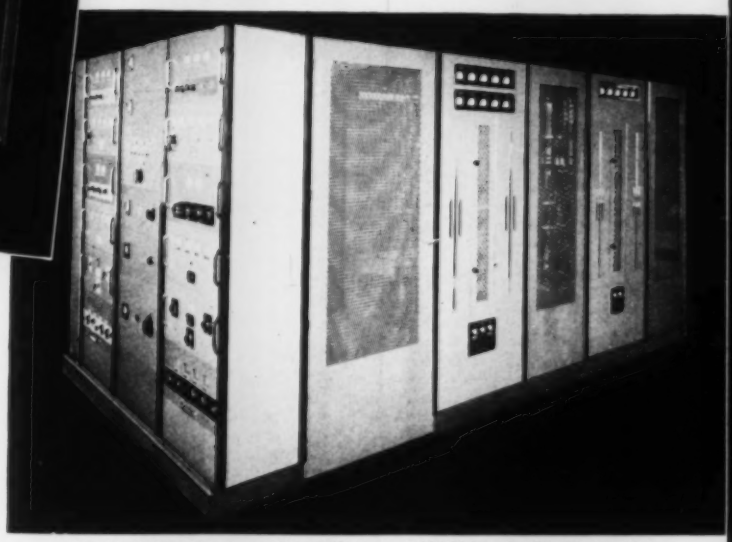
Fidelity: Plus Minus 1 db. 30-16000 cycles

Distortion: Below 100 cycles 1%
Above 100 cycles less than 1%

Noise Level: 76 db. below 100% modulation—hum included

Frequency Swing: 500 KC max. for 100% modulation.

Contained in single cabinet with necessary power supplied for operation from 115 volts 60 cycles—Associated relay pick-up receiver also furnished.



The first F-M relay transmitter (250 watts at 156 Mc) in the World, installed by R.E.L. for the Yankee Network in Boston, Mass., relaying to Paxton, Mass. (45 miles, airline) and in operation 16 hours daily since May, 1939.

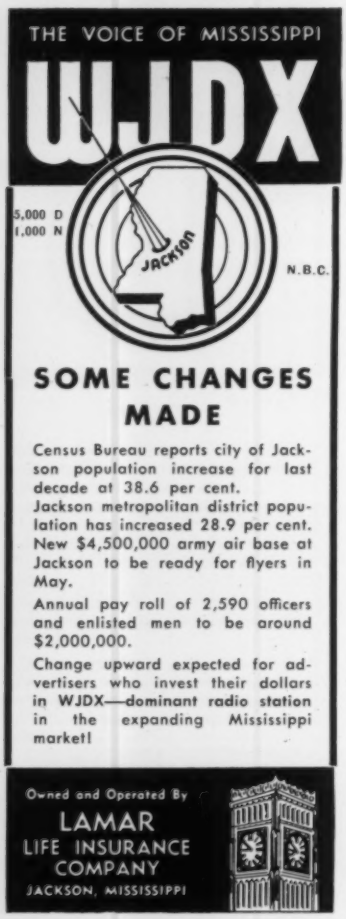
REL

RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET

Phone RAvenswood 8-2340
Cable "RADENGLABS"

LONG ISLAND CITY, N.Y.


THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
SOME CHANGES
MADE
Census Bureau reports city of Jackson population increase for last decade at 38.6 per cent.
Jackson metropolitan district population has increased 28.9 per cent.
New $4,500,000 army air base at Jackson to be ready for flyers in May.
Annual pay roll of 2,590 officers and enlisted men to be around $2,000,000.
Change upward expected for advertisers who invest their dollars in WJDX—dominant radio station in the expanding Mississippi market!
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

May Frame Policy

(Continued from page 9)

order (No. 79) to determine whether joint control of newspapers and stations tends to result "in impairment of radio service".

A meeting of his committee of 44 [BROADCASTING, April 14] was slated to be held at the Waldorf-Astoria, in New York, Sunday, April 20, at which time an executive committee of five to seven men was to be named. There also was to be a financial committee and a research group, with plans to be discussed for retention of legal counsel, a research head and a consulting engineer. Presumably, selection of legal and engineering counsel will await the actual FCC hearing call, but a research project may be launched promptly.

The Sunday meeting will be followed by a general session April 22 at the Waldorf-Astoria, during the annual meeting of the American Newspaper Publishers Assn. The some 300 publishers identified with ownership or affiliation of broadcast stations have been invited to this session. Steps will be taken to raise sufficient money to defray the probable hearing costs.

Ethridge Approved

Drafting of Mr. Ethridge to head the newspaper group, it is indicated in official quarters, has been received favorably by the Administration. After his first conference with the President April 3, the assignment of Mr. Mellett to the newspaper ownership study first was disclosed.

It is believed, however, that the new "national policy" study will encompass all phases of broadcasting, rather than merely the ownership issue. In certain White House quarters, the view is advanced that some abuses do exist in broadcasting but that these can be corrected without disrupting normal processes.

That the FCC is not adhering to an iron-clad policy of holding in abeyance all newspaper applications was reflected in a surprise decision announced last Wednesday, granting KTRH, Houston, newspaper-owned station affiliated with the Jesse Jones interests, 50,000 watts power on 740 kc. The *Houston Chronicle* is the parent of the station. Previously, in the FM realm, the FCC had granted the application of Gordon Gray, Winston-Salem publisher and station owner, for a new FM station at Mt. Mitchell, near Asheville, despite the newspaper ownership investigation order and the suspension of other newspaper grants.

The KTRH grant was followed with an announcement that WNOX, Knoxville, owned by Scripps-Howard Radio, had been granted a construction permit to increase its power to 10,000 watts on 990 kc. The Knoxville grant was not announced until Friday, though the Commission's press release stated the action was taken Tuesday—or one day before the KTRH announcement. This constituted a third important deviation from the originally indicated policy under the newspaper investigation order of holding all newspaper applications in abeyance. In some quarters it was regarded as an "offset" to the KTRH grant.

The FCC's sudden completion of its scrutiny of the 150-page Network Monopoly Report came on Monday, April 14. It was indicated the Commission wanted to issue the report by April 28, after revisions according to instructions by its law department, but there was doubt that that deadline could be met.

It took the Commission a little more than a month to complete its review of the law department's version of the final report, having begun consideration March 10.

A Drastic Document

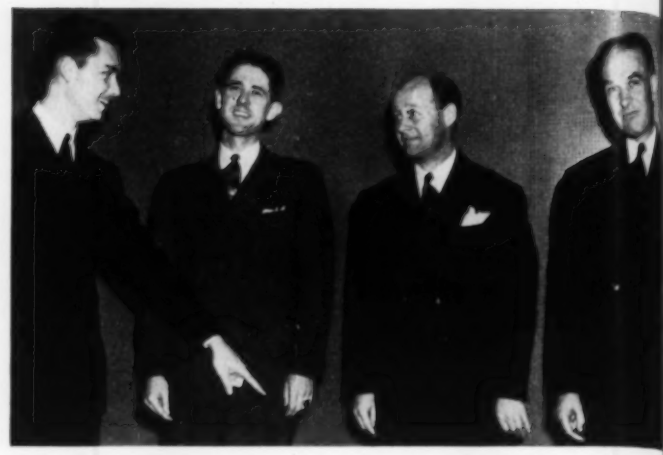
All current signs are that the report will be just as drastic as at first indicated, proposing to revise, by regulation, virtually the entire business structure of broadcasting as it exists today. In addition to the report, there will be actual orders, rather than merely proposed orders, to invoke the conclusions reached by the Commission, the majority having concluded (Case and Craven dissenting) that the Commission has the jurisdiction. The theory that the hearing already has been held (having occurred during 19[illegible] and 1939) and that no further step need be taken by the Commission.

It appears that only sketchy and vague instructions were given the law department by the FCC in pointing up the report. General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh Jr. were instructed to revise the document along the lines specified, and to submit the orders carrying the terms into effect as speedily as possible. Since Commissioner Paul A. Walker will hold hearings in the Southwest beginning May 1, the Commission would prefer to have the report completed in final form before his departure, although this is not now regarded as likely.

Whereas the original law department version proposed nothing in the nature of direct separation of the Red and Blue network of NBC, the FCC, in its instructions to the law department, is understood to have requested that such a separation be stipulated on grounds of purported monopoly.

In no instance does the FCC propose to regulate the networks directly. Rather it would be accomplished through individual station licensees. Since each network owns and operates stations, the approach can be made in that way.

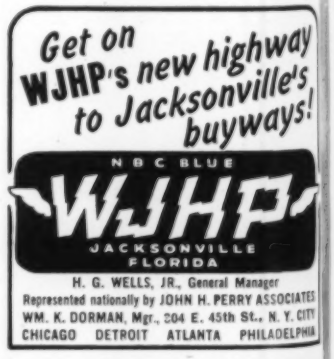
A possible way of forcing separa-



CALLING TO ORDER this group was Richard Haysel, (left), CBS Hollywood technician and a U. S. Army reserve first lieutenant of infantry, reviewed his Alpha Sigma Phi brothers at the network studios before reporting March 16 to Fort Ord, Cal., where he is stationed. The review took place at a studio farewell party staged for Haysel. At attention are (l to r) C. R. Kramer, account executive of Raymond R. Morgan (Hollywood agency; Ivan Ditmars, CBS organist, and Harry W. Witt, who serves as the Southern California sales manager of the network.

In Case of Siege

WITH radio stations in areas under siege scheduled for "blackout" to avoid the possibility of their operations guiding enemy aircraft to strategic targets, the ordinary telephone in the home will become the weapon with which the call for action will be relayed. The War Department has pointed out that the blackout of broadcasting and lighting is an important phase of the "passive defense" against hostile air raids, and that with radio facilities not operating, the burden of transmitting messages and warnings is to be assumed by the telephone.



tion of the Red and Blue, insofar as the FCC plans are concerned, may be the requirement in the new rules that no station may take programs from a network organization supplying programs to another outlet in the same city. That automatically would preclude dual network operation.

It was clear that NBC would fight in the courts any move to force the sale of the Blue network. Despite this, reports have been current for some weeks that overtures have been made to NBC by a syndicate headed by an important New Dealer to take over the Blue. As far as could be learned, however, these conversations now have collapsed.

The whole complexion of the Monopoly Report, when it is finally released, may be altered by the indicated trend of events under White House guidance. A definite move toward formulation of a national policy, or introduction of ripper legislation to reorganize the FCC, as urged two years ago by the President himself, may result in sharp toning down of the report.

The whole philosophy of the FCC majority is, at this writing, that there should be no exclusive contracts and no option time and that licensees should be free at all times to do what they please, assuming full responsibility for station operation, irrespective of network originations.

Basically, the relationship between the independently-owned station and the network would be that of a time broker, although that language probably will not be used in the report. But instead of an exclusive network affiliation or option time, a station simply would contract for a particular "program series", whatever the network.

The Craven-Case minority consistently has held that such an operation would reduce the status of networks to that of mere program brokers and threaten the entire industry operation. The best programs, they have argued, would gravitate to the bigger stations in particular markets, with secondary stations, now protected by exclusive network affiliations, probably losing out entirely.

Outstanding Provisions

Based on views expressed in official circles, the following may be regarded as the salient provisions of the report as it stands approved today, though it cannot be emphasized too strongly that the document may be far different when finally released, probably next month:

1. Ban exclusive network contracts, with arrangements in no event to run beyond the station license term of one-year.

2. Conclusion that existing network-affiliate contracts covering option time are contrary to public interest and restrain competition. Networks to serve stations on a "program series" basis rather than on full-scale commercial schedules.

3. Banning of ownership of more than one station in the same city by the same interests. Opportunity would be allowed for owners to "dispose" of other stations. Otherwise renewals will be set for hearing under the projected new rule.

4. Probable banning of multiple ownership, with a limitation of three or perhaps four stations per entity, which would strike at networks and numerous other group-owned units.

5. Prohibition against dual network operation, which would be handled on renewal applications of affiliates, rathter than directly against the network or networks.

6. Prohibition, not yet clearly defined, against network participation in the transcription field, as resulting in suppression of competition, and possibly also in the concert and artists fields.

FAN STUFF hot from the barber chairs is heard on WHK, Cleveland, under sponsorship of I. T. S. Co., Elyria, O. (rubber heels), Titled *Homeruns & Haircuts*, it is heard three times weekly during the baseball season. Pinky Hunter (left) and Jack Graney go from chair to chair with a portable mike, interviewing occupants. Best interview wins some free tonsorial treatment. Here Hunter interviews E. C. Sheeler (behind feet), account executive of Carr Liggett Adv. Agency, handling the I. T. S. account. In rear is barber.

Survives Air Crash

ALBERT H. CRAWFORD, vice-president of the Kanawha Broadcasting Co., operating WGKV, Charleston, W. Va., was one of the passengers on the Pennsylvania Airliner that crashed five miles southwest of Charleston April 16 on its flight to Pittsburgh. Crawford, along with five other passengers, escaped with only minor cuts and bruises. Program Director Joe Matthews of WGKV had Crawford on the air for a special interview 45 minutes after the crash.

COVERAGE OF FLOOD

WDAY Sends Its Mobile Unit

—200 Miles to Scene—

COMPLETE coverage of flood conditions in communities in the northern Red River Valley, by land, water and air was brought to listeners by WDAY, Fargo, N. D. When news of the conditions reached the station, its mobile unit was sent to Roseau, Minn., 200 miles away. Interviews with the mayor and folks who were most affected by the flood, together with a description of the area, were featured.

At the conclusion, the WDAY crew attempted to move its mobile unit to Elvarado and Forest River, N. D. Discovering that the towns were isolated by the high water, the entire equipment, including a portable recording machine, was loaded on a railroad car and sent to those points. Records were made at the towns, photographs taken and broadcasts were presented on return of the crew to Fargo.

Meanwhile two members of the WDAY staff, both pilots, took off in the station's plane to collect photos and information which were built into a half-hour program on their return.

JOHN COWLES, vice-president of Iowa Broadcasting Co., is one of 13 candidates nominated for five vacancies on the Board of Overseers of Harvard U, it was revealed in the ballots distributed recently to Harvard alumni. Gardner Cowles Jr., his brother, who heads Iowa Broadcasting Co., last year was elected to the Harvard Fund Council.

CBS FIELD TESTS FOR COLOR VIDEO

CBS plans to begin regular field testing of its television transmitter in New York about June 1, according to Adrian Murphy, CBS Executive director of television. Emphasis will be put on transmission of pictures in full color, he said, but it has not yet been decided whether black-and-white images should be dropped completely.

The chief problem, he explained, is not at the transmitter end but one of reception. Several manufacturers have expressed considerable interest in making color receivers and work is progressing towards putting them into production although none are being produced at this time. There is no doubt about their eventual production, Mr. Murphy stated, but it is doubtful whether color receivers will be available by June 1.

Educational Council

TO ADVANCE education by radio and to make the CBS *School of the Air of the Americas* a truly Hemispheric project, representatives of most of the countries on the American continents have joined to form a Pan-American Council, a project discussed recently at the National Education Assn. convention. Sterling Fisher, CBS director of education, is chairman of the new council.

JOHN H. LITZELMAN, of the FCC legal department, is to leave April 23 for Fort Meade, Md., where he will undergo physical examination before starting active military duty at Fort Eustis, Va., as a captain in the coast artillery reserve.

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

WELCOME BACK

WORLD'S CHAMPION REDS AND "ROOTERS"

I take them out to the ball game—they take me into their homes. Here in Cincinnati are the World's Champion Baseball Fans! Enthusiasm runs wild from April through September. But Crosley field will only hold 35,000 people, so thousands of fans go to the games with me. For home runs in Cincinnati, let the Winged Plug of WSAI score "hits" on your selling team!

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

3 REASONS

THE three most important characteristics of a radio antenna are COVERAGE, STRENGTH, APPEARANCE. In all three the highest rating goes to BLAW-KNOX Vertical Radiators. Their wide coverage makes them more profitable, their greater structural strength cuts maintenance cost, their clean lines lend distinction to a station. We'll gladly explain more fully why these three superiorities are your three best reasons for using BLAW-KNOX Vertical Radiators. Write or wire.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS

ARBOR DAY PROGRAM of WCKY, Cincinnati, featured Bolton S. Armstrong (right), president of Mabley & Carew Co., local department store, interviewed by Jack Foster, WCKY announcer. Mr. Armstrong during the last 30 years has given away 4,000,000 trees on Arbor Days to Cincinnati school children. The interview was part of WCKY's *High School Treasure Chest* which is conducted by local high school students. Mabley & Carew Co. has used spot advertising on the station for ten years.

Oregon Session Reviews New Radio - Libel Law

OREGON STATE BROADCASTING Assn., in a meeting at Portland April 12, presided over by President Lee Bishop of KMSD, Medford, discussed the various phases of music copyright, legislative matters and local radio problems.

John W. Kendall, Portland attorney, reported on the activities of the association which resulted in the passage of the radio-sponsored libel bill in the Oregon Legislature. C. W. Myers of KOIN-KALE, Portland, spoke on the latest copyright developments. George Murphy, of Pacific National Adv. Agency, delivered an address to the meeting at a luncheon session on the aspects of radio-agency relations.

Attending the sessions were: Glenn McCormick, KORE; Marshall Pengra, KRNR; H. B. Read, KSLM; John G. Bauriedel, KUIN; Chet Wheeler, KWIL; W. Carey Jennings, KWJJ; Marls DeLaunay, KOOS; James Wallace, KAST; Frank Loggan, KBND; Lee Bishop, KMED; Mrs. Zelta Rodenwald, KOAC; Sheldon F. Sackett and Ben E. Stone, KOOS; H. Q. Cox, Robert Prigmore, James Mount, Ralph Rogers and Bill Mock, KGW-KEX; C. Roy Hunt, Ted Kooreman, H. M. Swartwood, C. W. Meyers, Harry Berkendahl and John Walker, KOIN-KALE.

9th District Session

SALES MANAGERS of the NAB Ninth District, comprising Illinois and Wisconsin, met at the Stevens Hotel, Chicago, April 11 to discuss payment of salesmen, coordination of sales and program departments, and merchandising efforts. Attending from Wisconsin were Ed Cunniff, WKBH, La Crosse, presiding; Haydn R. Evans, WTAQ, Green Bay; J. C. Gallagher, WHBY, Appleton; Harold J. Newcomb, WRJN, Racine. From Illinois were Walter M. Koessler, WROK, Rockford; Jack Heintz, WCBS, Springfield; Don W. Craig, WCLS, Joliet; Roy O. Pearson, WHFC, Cicero; Art Harre, WAAF, William R. Cline, WLS, Chicago.

Frank King Heads NAB 5th Region

Continued Aid Is Voted BMI; Sales Managers' Session

ELECTION of Frank King, general manager of WMBR, Jacksonville, as NAB district director for the 5th district, comprising Florida, Georgia, Alabama and Puerto Rico, occurred at the April 11 district meeting in Jacksonville. He will serve for two years, effective with the NAB convention next month, and succeeds W. Walter Tison, general manager of WFLA, Tampa. The meeting was the last of the series of pre-convention district sessions required by the by-laws.

The 50 broadcasters present heard a discussion of industry problems, including music. Carl Haverlin, station relations manager of BMI, led a discussion on the music problem, with C. E. Arney Jr., assistant to NAB President Miller, representing the NAB executive staff. The meeting endorsed the work of BMI and urged its continued support by the industry.

Sales Meeting

Following the general session, sales managers of the 5th district held a meeting, presided over by Norman McKay, sales manager of WQAM, Miami, and chairman of the committee for the district. Attending the meeting were:

Don Ioset, Maurice C. Coleman, WAGA; Ed Lord, WALB; Thad Holt, Ed Norton, WAPI; J. M. Comer Jr., WATL; Jack Williams, John J. Tobola, WAYX; J. C. Bell, WBRC; H. G. Wells Jr., WCOA; Bill Covington, R. B. Raney, WCOV; Ralph Nicholson, L. S. Mitchell, WDAE; L. J. Duncan, WDAK; Harold P. Danforth, WDBO; Walter Tison, WFLA; Glenn Marshall Jr., WFOY; J. W. Woodruff Jr., WGPC; Harry E. Cummings, WIOD.

John Hopkins, Evelyn Boote, WJAX; H. G. Wells Jr., WJHP; George A. Hatlewood, WLOF; "Red" Cross, WMAZ; Frank King, WMBR; W. Wright Esch, WMFJ; John F. Pidcock, WMGA; H. Wimpy, WPAX; Fred Mizer, Norman MacKay, WQAM; J. W. Woodruff Jr., J. A. Davenport, WRBL; W. R. Ringson, WRDW; Happy Quarles, WRGA; Francis Kearney, WRUF; John M. Outler Jr., WSB; Howard E. Pill, John B. DeMotte, WSFA; Henry Johnston, WSGN; Jerry A. Wigley, WSUN; Marjorie Willis, Weldon Heiner, WTOC.

C. O. Langlois, John Langlois, Langworth Feature Programs; D. A. Reesor, RCA; Herbert Denny, Standard Radio; Carl Haverlin, BMI; H. R. Mason, Associated Press; Leonard D. Callahan, SESAC; Andrew W. Bennett, Attorney.

Stoker in KDYL Post

ED STOKER, since 1938 assistant musical director of KDYL, Salt Lake City, has been appointed musical director, replacing By Woodbury, according to S. S. Fox, president and general manager. Mr. Stoker joined the musical staff of the station in 1937, aiding Mr. Woodbury in forming the KDYL orchestra. Previous to that, he toured the West with an orchestra of his own, and is a pianist and violinist. In his new post Mr. Stoker will m.c. the studio band and handle music clearance for all talent shows.

Mr. Stoker

Studio Notes

KRE, Berkeley, Cal., recently presented a broadcast which would have been alarming to some listeners, had not the station injected frequent explanations. The production was a dramatized broadcast of how Berkeley's "disaster plan" will operate under actual circumstances. Lieut. Kidd of the Berkeley Police Department wrote a realistic script of a hypothetical disaster. The scene was opened with a thundering explosion. Screeching sirens, clanging bells and staccatto orders followed. Don Hambly, of KRE, produced.

MUTUAL understanding, and lots of it, is sought by Al Nelson, general manager of KPO-KGO, San Francisco. Weekly staff conferences include all staff members, as well as department heads. Producer-writers, salesmen, publicity, program, engineering and announcing personnel exchange ideas and try to provide programs to interest prospects. Complaints are thrown in. Production men accompany salesmen on their calls. Complete records are kept of the weekly staff meetings.

KQW, San Jose, Cal., has four sponsors whose messages are heard either preceding or following baseball games, co-sponsored by General Mills and B. F. Goodrich Co. [BROADCASTING, April 7]. MJB Co., San Francisco (coffee) is sponsoring Dugout Interviews, 15 minutes before game time; Progressive Optical System, Fresno, Cal. (optical chain) purchased five-minute newscasts just preceding the games; Maxferd Jewelry Co., San Francisco (jewelry and loans) has contracted for a time signal in the pre-game period. J. A. Folger & Co., San Francisco (coffee) is presenting a ten-minute newscast at the conclusion of each game.

WAGA, Atlanta, is transcribing the weekly religious broadcasts of Dr. Harry Emerson Fosdick, heard Sundays over WAGA and the NBC-Blue network. The library of transcriptions is being built for the Council of Churches in Atlanta enabling ministers and other clergymen unable to hear the actual broadcasts to play back all or portions of the transcriptions.

WITH the opening of baseball season April 15, Al Bland, conductor of the *WCKY Morn Patrol* on that Cincinnati station, will revive a popular feature of last season, "Baseball Pomes by Mose". Each day last year Mose, blackface character on the show, wrote daily doggerrel about the preceding day's Cincinnati Reds' games. At the end of the season Bland published all the poems in book form, selling 8,000 copies at 35 cents each and using only *Morn Patrol* promotion.

KSFO, San Francisco, has made available to the U of California and Stanford U, its library of transcriptions of the speeches of Winston Churchill since he became Britain's prime minister.

FOR THE fourth consecutive year, WGES, Chicago, captured first honors for Americanization broadcasts in the awards made annually by the Daughters of the American Revolution. Announcement of the Illinois award followed the Golden Jubilee State Conference of the DAR at the Stevens Hotel, Chicago.

WCKY, Cincinnati, has completed arrangements to have the station's public service studio plane named official radio unit of the Miami Valley Industry and Defense Exposition May 28-June 8. The plane will be on display at the exposition and will leave the floor at intervals to meet incoming airliners and trains carring Army and Navy officials who will attend. The station will broadcast opening of the Defense Exposition when Gov. John Bricker will officiate.

WELCOMED recently to WPTF, Raleigh's Ten-Year Club, were four additional employes. Receiving handsome 21-jewel wrist watches from Richard H. Mason, general manager, for "ten years of loyal service" were (l to r): Willard Dean, technician; Gordon Meriwether, bookkeeper; Sam Liles, transmitter operator; and Alton Tripp, control supervisor.

Disc Debates

DEBATES by transcription have been contemplated by Colgate U with six colleges throughout the country. Each institution will make a recording of its own speeches, questions and answers after manuscripts covering the three phases of the contest have been exchanged with Colgate. Colgate will then make records including its own and its opponents' arguments for final distribution to about 15 stations located near the participating institutions.

KMBC, Kansas City, recently carried an account of the shearing of a sheep. The broadcast, conducted by Phil Evans, KMBC farm counselor, on behalf of the sponsoring Midwest Wool Marketing Cooperative, wound up a sheep-naming contest in which the name "Ima Profit", won first prize for a rural listener.

KWK, St. Louis, has started its *KWK Newsreel of the Air* every night 11-12 p.m. Program consists of complete ten-minute newscasts, presented by alternating announcers, and designed to provide listeners with a full news summary, regardless of the time they tune in.

WWL, New Orleans, has organized a safety patrol to help the local police department reduce traffic accidents. The WWL mobile unit is cruising the principal streets of the City calling attention to all traffic violations. Announcer Frank Hennessy is on duty with the mike, assisted by a policeman.

WLW has decided to discontinue *Renfrew Valley Barn Store*, which originated on the station several years ago, because its *Boone County Jamboree* has grown to such proportions as an air show and a booking attraction that the station cannot handle both.

KLS, Oakland, Cal. recently inaugurated its new 1,000-watt RCA transmitter, reconstructed antenna tower and other new equipment, installed under supervision of Russ Butler, chief engineer. KLS was first built and is still owned by S. W. Warner and his brother, E. N. Warner. It first went on the air in February, 1921.

KGKB, Tyler, Tex., on the occasion of its tenth anniversary was cited for its service to that community in a special eight-page section of the *Tyler Journal*. Contained were pictures of the entire station personnel with biographies of the executives and news of note about the station.

TREAT THEM RIGHT

WMAZ Employes Directed to Be Cordial to Visitors

AS A RESULT of an oft-repeated disagreeable experience in other stations, Wilton Cobb, promotion manager of WMAZ, Macon, Ga., has issued a set of rules to his staff concerning the treatment of visitors to the station. He tells of standing around more than 15 minutes in the reception room of a station waiting for any of several employes standing around to recognize him and ask his business. Such a visitor, Cobb points out, may have been a time buyer or an advertiser, and with such treatment all good will would be lost.

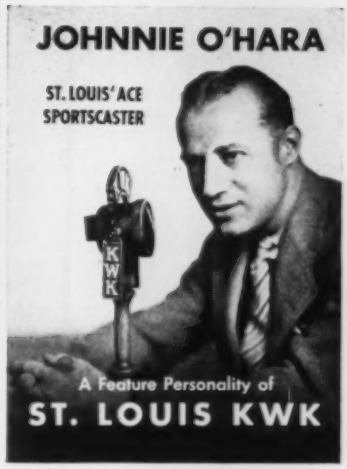
In his order, Cobb said: "As long as our door is open and we are on the air, it is indicative to visitors that they are welcome. If the receptionist is busy, it falls upon you to welcome them. The program is your first duty—but don't ignore the visitors; they are generally sponsors or listeners, and those are bread and butter to any station."

Dixon Tells of Qualities Required in Radio Jobs

"A COLLEGE education is not needed to break into radio," Sidney Dixon, NBC Pacific sales manager, declared in a recent round-table discussion before 300 advertising students from Southern California schools and colleges. "A very high percentage of network executives and employes never went to college."

Speaking as part of a panel arranged by the Los Angeles Junior Advertising Men and Women, Mr. Dixon asserted that hard work and sincerity are more important. "I've always believed ideas make budgets and that the right idea will create a budget. You've got to have an idea first, you've got to believe in your idea and learn more about it than anyone else. NBC will hire production men as production men—but they must have ideas and be able to put them on paper."

Participating in the panel discussion of radio advertising were Don Belding, vice-president, Lord & Thomas; Robert L. Philippi, director of public relations and advertising, Union Oil Co.; Russell Z. Eller, advertising manager, California Fruit Growers Exchange; Dr. Thurston Ross, director of School of Merchandising, U of Southern California.



Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

Power + Frequency = Coverage

That's why CJOR is proud of its coverage results with 1000 watts on 600 K.C.; making this station Best Buy on Canada's Pacific Coast.

CJOR
Vancouver, B. C.
National Representative
J. H. McGillvra
H. N. Stovin (In Canada)

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

APRIL 12 TO APRIL 18, INCLUSIVE

Decisions . . .

APRIL 15

KTRH, Houston—Granted CP change to 740 kc 50 kw, new transmitter, directional.

KXYZ, Houston—Granted CP move transmitter to Deepwater, Tex., use KTRH transmitter, increase to 5 kw N & D, change to 1320 kc directional N.

KAND, Corsicana, Tex.—Granted CP increase to 250 w, change equip.

WCAO, Baltimore—Denied petition for reconsideration and grant for transfer of control, set aside action of 4-8-41 setting application for hearing, and granted application on condition that voting trust agreement of 4-16-41 be modified.

SET FOR HEARING—**WMBR, Jacksonville, Fla.**, CP change to 1060 kc 10 kw directional; **WDAE, Tampa, Fla.**, CP change to 740 kc 10 kw new equipment, directional N; **KVOA, Tucson, Ariz.**, CP change to 590 kc directional N & D; **KVFD, Fort Dodge, Ia.**, modification license to unl., asks KFGQ facilities, joint hearing with KFGQ.

MISCELLANEOUS—**KFNF, Shenandoah, Ia.**, continued renewal hearing to 5-4-41; **NEW, District Radio Broadcasting Co., Murray, Utah**, granted leave to amend application CP relating to stockholders.

APRIL 16

NEW, St. Louis U, St. Louis—Granted CP FM 45.1 mc 13,000 sq. mi., 1,500,000 population.

W9XZY, St. Louis—Granted facsimile renewal, experimental basis.

WARD, Brooklyn—Granted consent assignment license to Unified Broadcasting Corp. of Brooklyn, to effect consolidation of WARD, WLTH, WVFW, WBBC, now sharing time, into a single station; granted modification license to unl.

KLX, Oakland; WSAR, Fall River, Mass.; KFAC, Los Angeles; KVOR, Colorado Springs—Dismissed applications for modifications of licenses to III-A, and reiterated that station classification is merely for administrative convenience and is not a part of any license nor a source of any right in the license.

KXL, Portland, Ore.—Granted application change to 750 kc increase to 10 kw ltd., directional.

KTRB, Modesto, Cal.—Granted application increase to 1 kw on 860 kc unl. directional.

NEW, Butler Broadcasting Corp., Hamilton, O.—Denied petition to reconsider and grant application new station.

NEW, Brookdale Civic Assn., Bloomfield, N. J.—Dismissed formal protest against WPAT grant.

APRIL 17

MISCELLANEOUS — **WJBO, Baton, Rouge, La.**, granted modification CP change antenna, asking 1150 kc under treaty; **KGHL, Billings, Mont.**, granted modification CP to 790 kc under treaty; **WNBC, New Britian, Conn.**, granted modification CP for 1410 kc under treaty; **WTJS, Jackson, Tenn.**, granted modification CP change to 1360 kc 1 kw N & D to 1390 kc under treaty and changes in antenna; **WHB, Kansas City**, granted motion postpone hearing to 5-19-41; **Outlet Co., Providence**, granted leave amendment application and severed application from Yankee Network application, application cancelled and removed from docket; **WGAL, Lancaster, Pa.**, granted leave intervene WTEL case; **NEW, Camden Broadcasting Co., Camden, N. J.**, granted alternative motion to postpone hearing.

APRIL 18

WNOX, Knoxville—Granted CP increase to 10 kw N & D, new transmitter, directional.

WPAT, Paterson, N. J.—Protest of Brookdale Civic Assn., Bloomfield, against action of 1-9-41 granting CP dismissed.

Applications . . .

APRIL 15

WKNE, Keene, N. H.—Voluntary assignment license to WKNE Corp.

WCNW, Brooklyn—CP new transmitter, increase to 1 kw N & D.

WWJ, Detroit—Modification CP to 950 kc under treaty.

NEW, Paducah Broadcasting Co., Henderson, Ky.—CP 860 kc 250 w D.

WLAP, Lexington, Ky.—License move transmitter etc. specifying 1450 kc under treaty.

WICA, Ashtabula, O.—CP new transmitter, directional N, increase to 1 kw 5 kw D, unl., amended to 970 kc under treaty.

WJAS, Pittsburgh—Modification CP increase to 5 kw N & D, directional N, for 1320 kc under treaty, change antenna.

KPRC, Houston—Modfication CP directional N, increase to 5 kw N & D, asking 950 kc under treaty.

WALA, Mobile—Modification CP re transmitter, antenna, for 1410 kc under treaty.

WDSU, New Orleans—Modification CP change directional antenna, specify 1280 kc under treaty.

NEW, WBAM Inc., Birmingham—CP 1340 kc 250 w unl., WSGN facilities when vacated.

KWBG, Hutchinson, Kan.—Authority transfer control, amended to change transferees from Taylor, Wyse & Brown to Stanley Marsh 50%; Wm. Wyse, 49.9%; and Wesley E. Brown 1%.

NEW, Hennessy Broadcasting Co., Butte, Mont.—CP 1490 kc 250 w unl.

NEW Commercial Radio Equipment Co., Kansas City—CP FM 44.9 mc 2,994 sq. mi., 673,759 population, amended to 4,410 sq. mi., 730,869 population, change antenna, trans.

KDYL, Salt Lake City—Modification CP directional N & D, increase to 5 kw, change antenna, asking 1320 kc under treaty.

APRIL 18

WMCA, New York—Modification license to 5 kw N & D, change antenna.

WMFD, Wilmington, N. C.—Modification license increase to 250 w N & D.

KMPC, Beverly Hills—Modification CP increase from 5 to 10 kw.

Tentative Calendar . . .

APRIL 21

NEW, Yankee Network, Boston; Outlet Co., Providence—FM applications, 44.3 mc.

APRIL 22

NEW, Camden Broadcasting Co., Camden, N. J.—CP 800 kc 500 w D.

APRIL 23

NEW, CBS Inc., Boston—CP FM 43.5 mc.

APRIL 25

WTEL, Philadelphia—CP 1500 kc 250 w unl.

MAY 5

Hearing to be held in Pensacola, Fla., beginning May 5 and continued in Panama City and Ocala in re revocation of licenses of **WTMC** and **WDLP.**

MAY 7

KFNF, Shenandoah, Ia.—License renewal.

MAY 19

WHB, Kansas City—CP 710 kc 5 kw directional N & D, unl.

WTCN, Minneapolis—CP 710 kc 10 kw unl. directional N.

MAY 20

NEW, Camden Broadcasting Co., Camden, N. J.—CP 800 kc 500 w D.

JUNE 12

WQBC, Vicksburg, Miss.—Modification CP to 1360 kc 500 w 1 kw D unl.

JUNE 16

W2XD, W2XI, W2XB, General Electric Co.—Television license hearings.

JUNE 18

WBRE, Wilkes-Barre, Pa.—CP synchronous station.

JUNE 20

WOOD, Grand Rapids—Voluntary assignment license.

KEYS Completes Staff

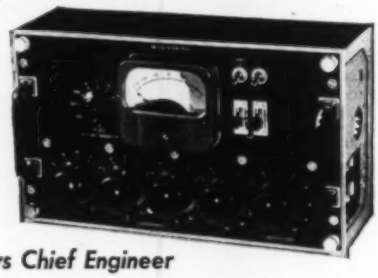
KEYS, Corpus Christi, Tex., on the air since March 8, has announced completion of its staff to include Charles W. Rossi, co-owner of the station, as general manager; Bill Hughes, former commercial manager of KRIS, Corpus Christi, commercial manager; Bill Newkirk, from KTBC, Austin, and WACO, Waco, program director; H. B. Lockhart, previously with KRIS and KGFI, Brownsville, chief engineer. Gates transmitter and console are being used. Wincharger tower has been erected and Presto turntables installed.

GATES AMERICAN Corp. is making available to broadcasting stations a new booklet compiling complete cost data, FCC data for filing, illustrations of installations and helpful hints in putting the new station on the air. Booklet is available to any new or prospective station on request.

NATIONAL RECORDING SUPPLY Co., Hollywood, has been appointed Southern California distributors of Duotone Co., New York, for its playback and cutting needle line.

To pick up all remotes . . .

arm one brave with 22D!



. . . says Chief Engineer

Now "22 tribe" has heir worthy of name. Western Electric 22D Portable Speech Input Equipment is true full-blood... follows tribe tradition of rugged construction, deluxe appearance, high fidelity. Has four mike mixers and master gain control.

One brave handles—like swiping candy from papoose!

Get details. Quick! Send smoke signal to Graybar Electric Co., Graybar Bldg., New York, N. Y.

Western Electric

RADIO IN BLACKOUT
Indispensable, Say Officials Of Army in El Paso

THE INDISPENSABILITY of radio to another phase of defense preparation was demonstrated when the first international practice blackout ever held on this hemisphere took place recently in El Paso, Juarez, Mexico, and surrounding territory.

Detailed accounts of every phase of the event, were supplied by members of the staff of KTSM, El Paso, who cooperated with Army officials, and coordinated their descriptions from different strategic points throughout the area.

At 9:25 p.m., whistles, sirens and the vertical beam of 25 anti-aircraft searchlights signaled the warning period—"Zero Hour". Lights went out five minutes later. As the searchlights pierced the skies for the "enemy", KTSM announcers from their vantage points started their descriptions. One was stationed on a mountain peak 3,700 feet high, another in a high school station, a third down the valley perched on the KTSM radio tower, a fourth with a portable mike to give a man-on-the-street broadcast, and to make it complete, an announcer was stationed in an Army observation plane on a two-way hook-up.

Both Army officials and listeners agreed that radio made the blackout a success—more than anything else because the broadcast permitted the people to hear all the details while remaining in their homes. In that way true conditions were more closely simulated.

New WDAY Campaign Donates Bill of Rights

IN AN EFFORT to place a copy of the Bill of Rights in every Fargo, N. D., home, WDAY wound up an Americanism contest attracting thousands of entries April 9. Listeners had been asked to submit 100 words completing the sentence, "I'm glad I am an American because—".

Each entrant received a copy of the Bill of Rights suitable for framing. Prizes for the winners are valued at $1,500. First prize is an all-expense trip via Northwest Airlines to Washington. Other awards include: a refrigerator, piano, paint, ten radios, groceries, furniture, silver coffee service, diamond ring, clothing and saving accounts besides cash prizes. All were donated by Fargo merchants and WDAY.

Judges are President Eversull of North Dakota State College, President McClain of Moorhead State Teachers, President Brown of Concordia College, all of whom will participate in a special broadcast April 20 when the winners are announced.

KGNC, Amarillo, Tex., has installed a new RCA 5-kw. transmitter for its 5-kw. night and 1-kw. day operation which began March 29.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer Engineer—100 per month. Send transcription. Box 397, BROADCASTING.

Announcer-Engineer—Good voice, experience unnecessary. Small city Rocky Mountain West. Box 395 BROADCASTING.

Combination Announcer—Ad-libber, draft exempt. Gentile, for regional station. $25 starting salary. Box 399, BROADCASTING.

Announcer-Salesman—With two or more years' experience. Good opening. Address: Box 111, McComb, Miss.

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kans.

Wanted—Experienced combination announcer engineer 5000 Watt CBS affiliate. Send transcription references and salary expected. Box 384, BROADCASTING.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 386, BROADCASTING.

Operator—Graduate student, with license at once. Give full details—if you can announce, so much the better. Address Box 111 McComb, Miss.

Openings On Hand!—For qualified employees—every department—announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau. Box 864, Denver, Col.

CBS Station in Central West—Looking for chief engineer, preferably married. Please give complete beakground and experience record as well as starting salary expected. Box 378, BROADCASTING.

Salesman—Well established MBS affiliate South East offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 379, BROADCASTING.

Situations Wanted

Experienced Announcer, Copywriter—Now with NBC outlet. Desires change. Box 389, BROADCASTING.

Sports Announcer - Baseball - Sport Commentary—Also handle general duties. References, recordings. Box 392, BROADCASTING.

Operator—1st class phone, no experience, married, 35 yrs. old, wishes position. Box 398, BROADCASTING.

Why Lose Money?—Will manage Southern station profit sharing basis—you can't lose. Box 385, BROADCASTING.

Commercial Manager—Nine years of sales and merchandising. Last seven years with one of the most successful managers of the NBC affiliates. Details on request. Box 383, BROADCASTING.

Announcer-Technician—With complete mobile 16 inch transcription equipment. Ten years' experience in radio; sales background. Desires position with progressive station. Draft exempt. Married. Box 393, BROADCASTING.

Writer—Promotion copy that crackles, presentations that sell, publicity that gets printed. 14 years' advertising experience, last 4 with network. Now employed. Wants $80 per week. Box 390, BROADCASTING.

Need A Mail Pull Announcer—With experience as Farm Program Director, now producing successful rural shows? Employed on 5kw Midwest network station. Looking for opportunity to help you and myself. Box 388, BROADCASTING.

Situations Wanted (Continued)

Announcer—Wishes connection with eastern network affiliate. Thoroughly trained in news, ad lib and general assignments. Has tested early morning chatter show. Network endorsement. Thirty years old. Married. College education. Address Box 376, BROADCASTING.

Experienced Program-Producer—With successful selling-merchandising ideas desires position in major market station. Ten years' radio includes local-regional stations; national agency-national research training. Draft exempt. Excellent references. Box 391, BROADCASTING.

Experienced Operator—Forced to leave present position through no fault of his own. Experienced on Western Electric equipment. Both control and transmitttter operator. Have best of references from present employer. Can take station break announcements. Record on request. Write or wire collect, Charles Holms, KWLM, Willmar, Minnesota.

Wanted to Buy

Used 1 Kilowatt Broadcast Transmitter—Complying with present FCC requirements. Box 396, BROADCASTING.

5 Kilowatt Transmitter—Please state fully condition of transmitter and price in first letter. Box 394, BROADCASTING.

For Sale

Assortment New and Used—Mica transmitting condensers priced very reasonable. Box 377, BROADCASTING.

For Sale—Used Western Electric 5 Kw transmitter complete, good record of performance. Box 387, BROADCASTING.

Two Accounts on WABC

TWO advertisers have been signed to sponsor on a participating basis the program featuring Arthur Godfrey which starts April 28 on WABC, New York, while further accounts for his New York series will be announced later this week. Bond Stores, New York, will sponsor Godfrey Monday through Saturday, 7:30-7:45 a.m., for men's clothing. Agency is Neff-Rogow, New York. Lehn & Fink Products Co. (Hind's cream), New York, will participate thrice-weekly in the 6:35-7 a.m. portion of Godfrey's 70-minute program. Wm. Esty & Co., New York, is agency.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave.
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To Promote Styles

NEW YORK Dress Institute, recently organized jointly by the International Ladies Garment Workers Union and New York dress manufacturers to establish New York as the style center of the world, has appointed J. Walter Thompson Co., New York, to handle its $1,000,000 promotional campaign. No details of promotion plans have been divulged, but it is understood radio will be included.

RADIO SALESMAN . . . Married . . . 36 years old . . . desires to make change. Six years successful local and regional sales experience with 5000 watt NBC Red station in southeastern city of 85,000. Would consider direction of sales activities in smaller station or sales affiliation with large station offering opportunity for advancement. Box 380, BROADCASTING.

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Advertise in BROADCASTING for Results!

CBS NONCOMMITTAL ON HEARST ATTACK

CBS EXECUTIVES last week declined to comment on stories appearing in the Hearst press attacking the Sunday afternoon broadcasts of The Free Company on CBS as "menacing" democratic ideals. Stories reported that American Legion posts throughout the country are "demanding a Federal investigation both of the sponsorship of the program and the source of its funds for radio time."

Appearing only in the Hearst papers, these articles consistently refer to the broadcasts as the "Orson Welles series" and to "Orson Welles and his Free Company," leading some observers to see a connection between these attacks and the forthcoming release of Orson Welles' new picture "Citizen Kane", which William Randolph Hearst is said to have tried to stop as portraying his own career in uncomplimentary fashion.

Hearst stories harp on Welles but do not mention James Boyd, chairman and organizer of the Free Company, nor any of its other members such as Robert Sherwood, George M. Cohan, Archibald MacLeish, Stephen Vincent Benet, Marc Connelly for instance. They do not mention the purpose of the radio series to oppose foreign propaganda by presenting in dramatic form the basic principles of American Freedom. They do not mention the noted educators, preachers and other civic and professional men who have written praising the programs, nor the fact that WISN, Hearst station in Milwaukee, had voluntarily carried the complete series up to that time.

Lever Bros. Deal

(*Continued from page 10*)

ing to be shown but we're from Missouri, which is one of the 48 States."

Use of Funds

The RFC loan to Brown & Williamson will be used to pay off a $15,000,000 debt to the Guaranty Trust Co. of New York, and the remainder will go to the credit of the British Government to pay for munitions purchased in this country and for which the British agreed to pay cash. The loan will make it possible for the British owners of B & W to buy back their property after the war or whenever they are in a position to pay the money back to the RFC. Actually it makes the RFC, which is a Government corporation holder of what amounts to mortgage on the big tobacco company.

In the past the RFC has been influential in naming directors and sometimes even administrative officers of companies to which it has loaned large amounts. It is not known if this procedure would be followed in the case of B&W. A statement at the time of the loan's announcement stated "These companies, which are important to our economy, will suffer no disturbance."

Drawn for BROADCASTING by Sid Hix

"Which One of You Boys Covered the Dog Show!"

Radio to Be Prominent in Discussions Of AP and ANPA at Annual Meetings

NEWSPAPER - RADIO relationships, always a favorite topic of discussion when publishers gather, is expected to receive even more than normal attention at this year's meetings of the Associated Press and the American Newspaper Publishers Assn., following the recent FCC announcement of an investigation of newspaper ownership of broadcasting stations.

Both organizations will convene at the Waldorf-Astoria Hotel in New York, the AP on Monday and the ANPA the following three days.

Ethridge Group

Preceding the AP meeting, the committee of 44 newspapermen appointed by Mark Ethridge, vice-president and general manager of the *Courier-Journal* and *Louisville Times*, to plan means of combating any move to outlaw station ownership by newspapers, will hold a preliminary session on Sunday, at which time a steering committee will be appointed.

On Tuesday there will be a general meeting open to any publisher owning a radio station, holding station stock or having an application for radio facilities pending.

These are the only scheduled discussions of radio during the week. The subject is conspicuously absent from the ANPA agenda, which this year even omits the customary report of the radio committee. It was explained at ANPA headquarters that the only occurrence during the past year worthy of committee report was the FCC move toward newspaper-radio divorcement and that since this was being handled by the Ethridge committee the ANPA officially would neither discuss the matter nor take any action.

The only mention of radio in the convention's preliminary program was in the list of topics suggested for discussion at the Tuesday meeting of publishers of papers with circulations of less than 50,000. This is a question concerning the costs of station operation and the loss of advertising of the paper to the station.

There is possibility, however, that the subject of station-ownership may be raised from the floor during the general ANPA sessions Wednesday and Thursday, which might result in the adoption of a resolution voicing the group's opinion of the FCC move. Whether or not this occurs will undoubtedly depend on the outcome of the meeting of station-owning publishers on Tuesday.

Not on AP Agenda

The same situation applies to the AP meeting, at which radio is not part of the official agenda but which may discuss any subject raised by any AP member. Nor has radio any scheduled part in the convention of the National Newspaper Promotion Assn., also meeting at the Waldorf, Monday through Wednesday, although it may be mentioned by Gardner Cowles Jr., associate publisher, *Des Moines Register & Tribune* and owner of KRNT and KSO, in his paper on "Tomorrow's Newspaper Promotion".

Government officials are scheduled to give the major addresses at the luncheons and banquets during the week. Jesse Jones, Secretary of Commerce, will speak at the AP luncheon Monday. Col. Frank Knox, Secretary of the Navy, and C. R. Smith, president of American Airlines, are featured speakers at the ANPA Bureau of Advertising dinner Thursday. Paul V. McNutt, Federal Security Administrator, and Richard R. Deupree, president of Procter & Gamble Co., will address the Bureau's Wednesday afternoon session, which will also feature a "board of experts" quiz with Col. Leroy W. Herron, advertising director, *Washington Star*, as interlocutor.

London Raids Hit Networks' Offices

Two Suffer Slight Injuries As NBC Branch Is Struck

LONDON headquarters of both NBC and CBS were completely wrecked in the intensive German air raid April 16, NBC for the second time and CBS for the third time since the start of the Nazi bombings of England seven months ago.

None of the employes in the two offices were injured although Florence Peart and Mildred Boutwood, secretaries in the NBC office, were shaken and bruised by falling debris. Both girls are survivors of the Dec. 8 bombing of NBC headquarters, when Fred Bate, NBC chief London representative, was injured.

CBS received first word of the bombing at 6:45 p.m. New York time when Edward R. Murrow, chief of the CBS London staff, reported it on *The World Today* news roundup. As Murrow expressed it:

"Tonight having been thrown against the wall by blasts which I feel like nothing so much as being hit by a feather-covered Ford and having lost our third office which looks as though some crazy giant had operated an egg-beater in its interior, I naturally know that we have been bombed."

Soot Everywhere

At 8 a.m. on April 17 on the CBS news of Europe program, Charles Collingwood of the CBS London staff described the debris-covered streets of London and the wrecked CBS office "with soot lying everywhere and chairs and tables strewn all over."

John MacVane, NBC London correspondent in charge while Fred Bate is in this country on vacation, described the bombing on the 7:15 p.m. NBC *News Roundup* and on April 17 at 1:50 p.m. gave a vivid word picture of the devastation wrought by the raid.

"Bombs raked practically every part of the London area," MacVane reported, "the raids beginning soon after dark. Judging the number of bombers is pretty much guesswork but if you figure 400-600 bombers spent the night dumping fire bombs and high explosives on London you can get some general idea of how it was. Some of the raiders dropped their bombs one by one and others let them go in sticks of two or three or more. The incendaries, many of them Molotoff Cocktails that explode in the air and shoot out the bombs in a cluster, started blazes that lit the sky."

Stong Suit Dropped

INJUNCTION suit brought by Phil Stong, author, against CBS and Wm. Wrigley Co. was settled and discontinued April 14 out of New York Federal Court when Judge Murray Hulbert dismissed the complaint on stipulation. Plaintiff charged plagiarism of his book *Career* in the defendants' program *Gateway to Hollywood* from July 9, 1939, to Oct. 1, 1939.

Leadership in Library Service

A Brilliant Innovation . . .

in the field of library service starts in our May first release: the first of a series of uninterrupted symphonic music on transcriptions! Standard Radio has signed the famous Los Angeles Philharmonic Orchestra conducted by Henry Svedrofsky for this series.

▼ ▼ ▼

Except on live broadcasts, symphony music has heretofore been restricted to phonograph records. Now for the first time, stations may have the advantages of performing the world's finest music, without having to change or turn records. Now complete movements and selections, regardless of length, are recorded without a break. The further advantages of the high-fidelity, wider range and imperceptible surface noise of transcriptions, make this program material even more desirable.

▲ ▲ ▲

The first releases include one complete movement from Sibelius' First Symphony, which runs ten minutes, and Moussorgsky's "Night on the Bare Mountain", which runs nine and a half minutes. Other selections are "Allegretto" from Brahm's Second Symphony and Brahm's "Hungarian Dance No. 6", representative of the types of music to be released in the future.

▼ ▼ ▼

It will pay you to investigate Standard Program Library Service and learn why over 300 radio stations have chosen it for their musical program needs. Standard's reputation of "leadership in library service" is based on long established leadership in extra service features.

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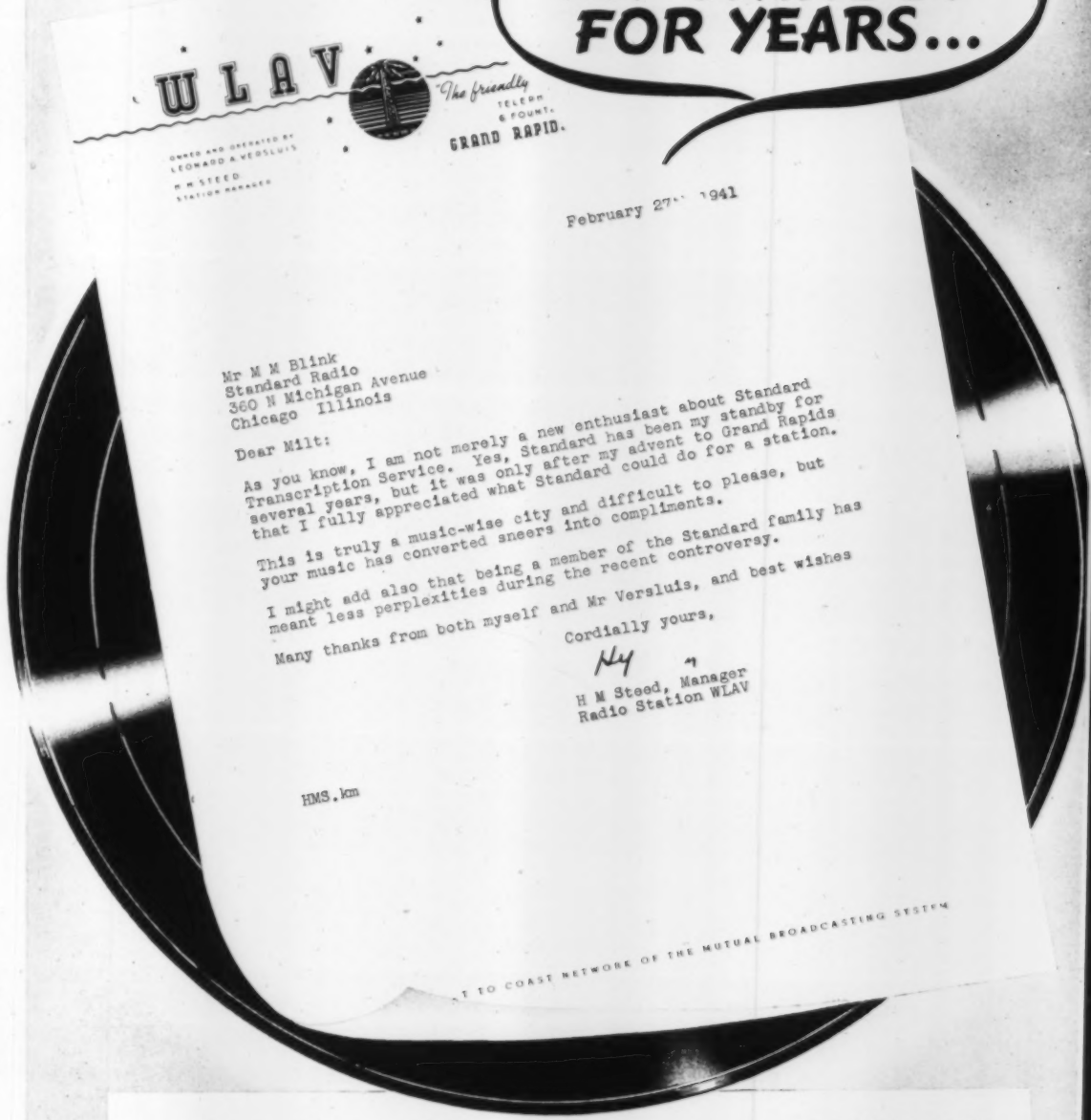

WLAV — "The friendly" — GRAND RAPID.

February 27th 1941

Mr M M Blink
Standard Radio
360 N Michigan Avenue
Chicago Illinois

Dear Milt:

As you know, I am not merely a new enthusiast about Standard Transcription Service. Yes, Standard has been my standby for several years, but it was only after my advent to Grand Rapids that I fully appreciated what Standard could do for a station.

This is truly a music-wise city and difficult to please, but your music has converted sneers into compliments.

I might add also that being a member of the Standard family has meant less perplexities during the recent controversy.

Many thanks from both myself and Mr Versluis, and best wishes

Cordially yours,

H M Steed, Manager
Radio Station WLAV

HMS.km

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"Are Your Transcriptions Up to Standard?"

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KPOW—Powell, Wyo.
WSSNY—New York City
WKWK—Wheeling, W. Va.
WALB—Albany, Ga.

Largest List of Active Subscribers!

Standard Radio

HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.